

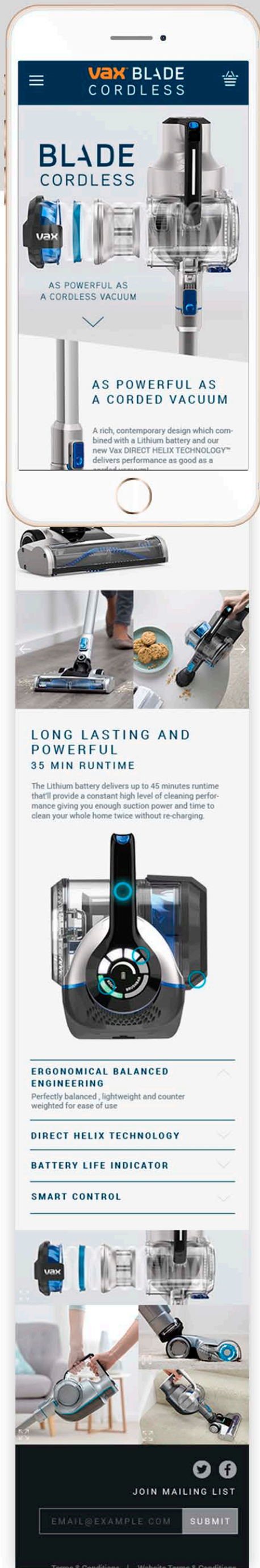


Creative Portfolio

Vanessa Leng / vleng.co.uk

VL. Vax Blade Cordless landing page

Informative and engaging landing page that highlights the product features and benefits.



vax BLADE CORDLESS

BLADE CORDLESS



AS POWERFUL AS A CORDLESS VACUUM

AS POWERFUL AS A CORDED VACUUM

A rich, contemporary design which combined with a Lithium battery and our new Vax DIRECT HELIX TECHNOLOGY™ delivers performance as good as a corded vacuum.



LONG LASTING AND POWERFUL 35 MIN RUNTIME

The Lithium battery delivers up to 45 minutes runtime that'll provide a constant high level of cleaning performance giving you enough suction power and time to clean your whole home twice without re-charging.



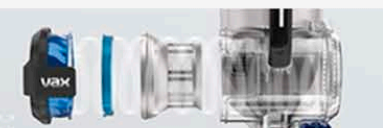
ERGONOMICAL BALANCED ENGINEERING

Perfectly balanced, lightweight and counter weighted for ease of use

DIRECT HELIX TECHNOLOGY

BATTERY LIFE INDICATOR

SMART CONTROL



JOIN MAILING LIST

EMAIL@EXAMPLE.COM

vax SPECIFICATIONS DISCOVER BLADE

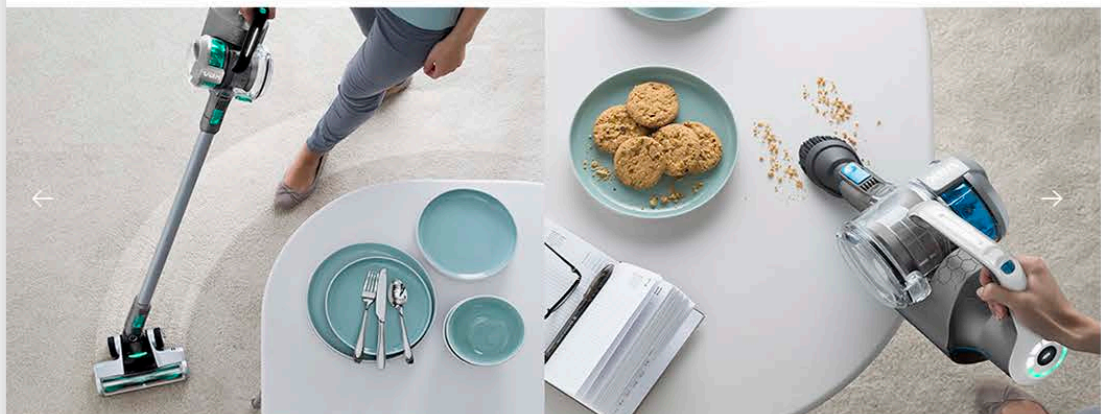
BLADE CORDLESS



AS POWERFUL AS A CORDLESS VACUUM

AS POWERFUL AS A CORDED VACUUM

Duis accumsan ligula in justo iaculis, ac aliquam magna dictum. Morbi facilisis erat nec lobortis porta. Duis vehicula sollicitudin lectus eu semper.



LONG LASTING AND POWERFUL 35 MIN RUNTIME

Duis accumsan ligula in justo iaculis, ac aliquam magna dictum. Morbi facilisis erat nec lobortis porta. Duis vehicula sollicitudin lectus eu semper.

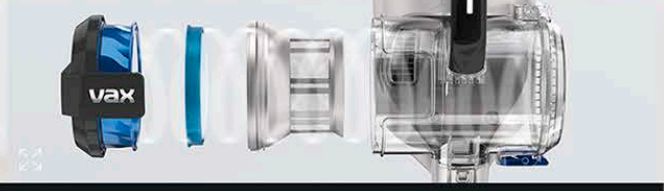
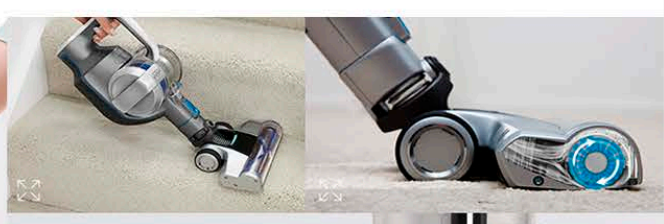


ERGONOMICAL BALANCED ENGINEERING
Perfectly balanced, lightweight and counter weighted for ease of use

BATTERY LIFE INDICATOR
Smart indicator let's you know how much battery life is left.

SMART CONTROL
Digital dial & boost mode designed for more efficient clean.

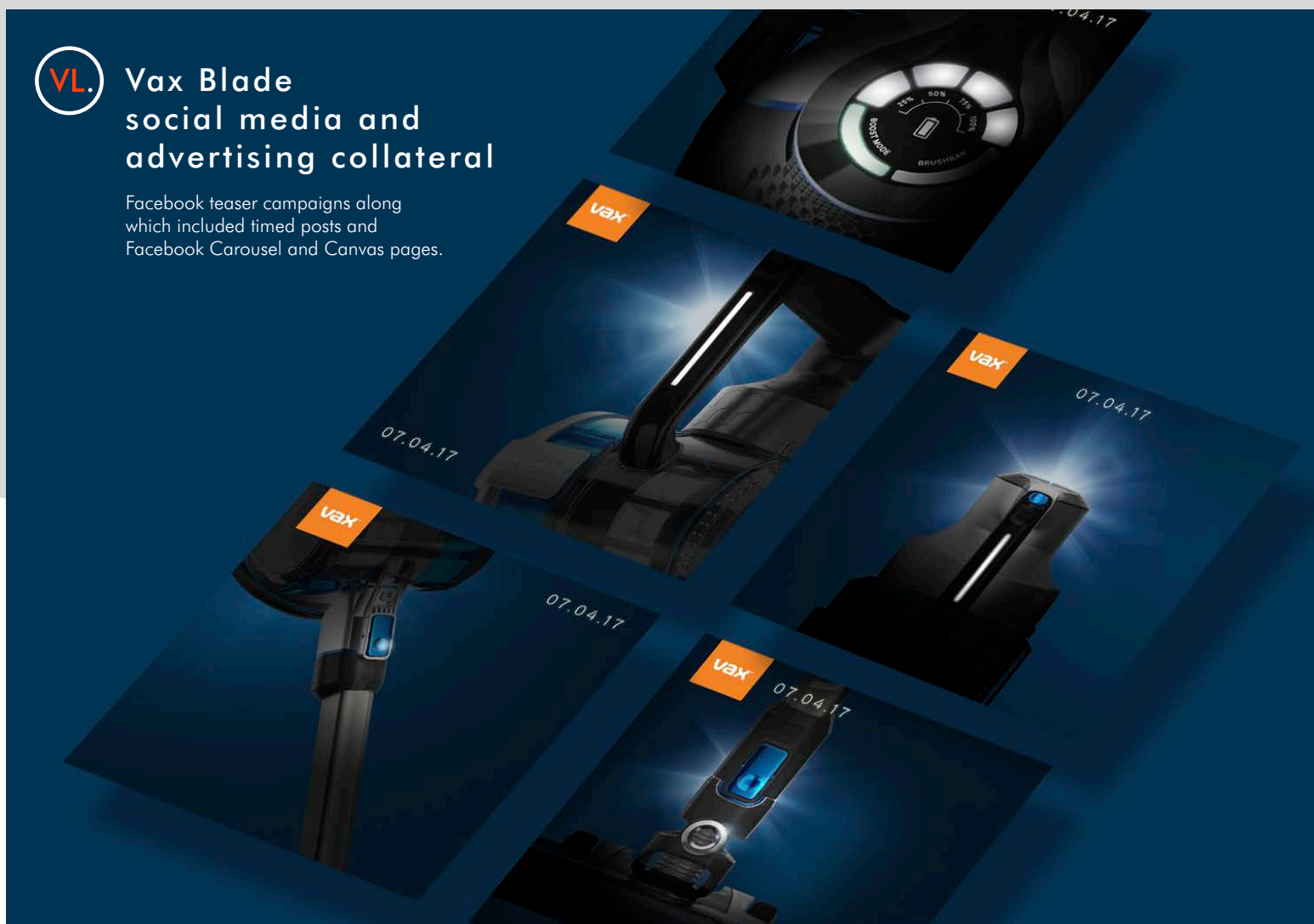
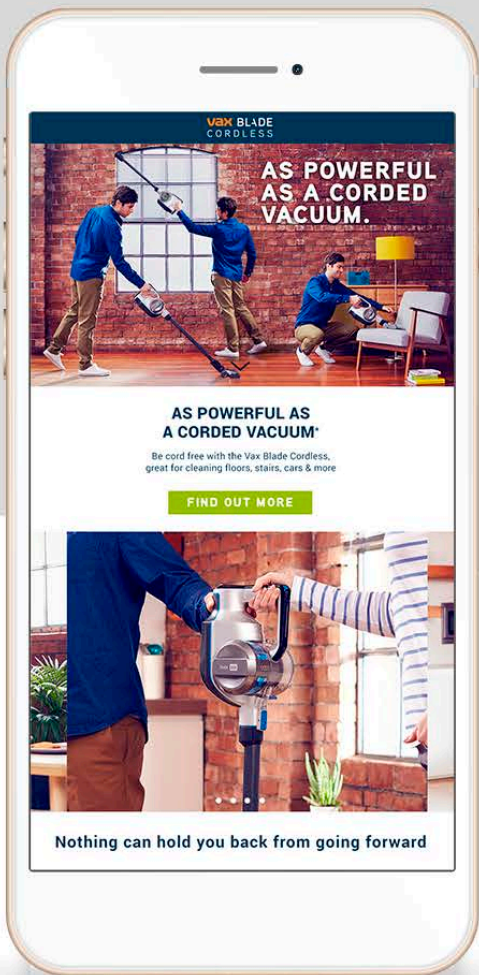
DIRECT HELIX TECHNOLOGY
Powerful direct air path from floor to cyclone for maximum performance



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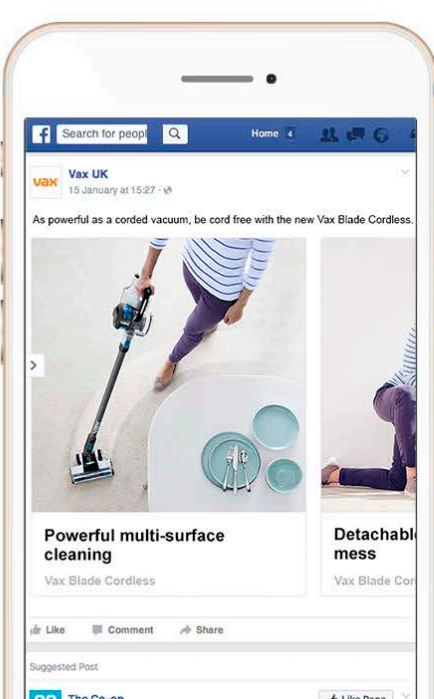
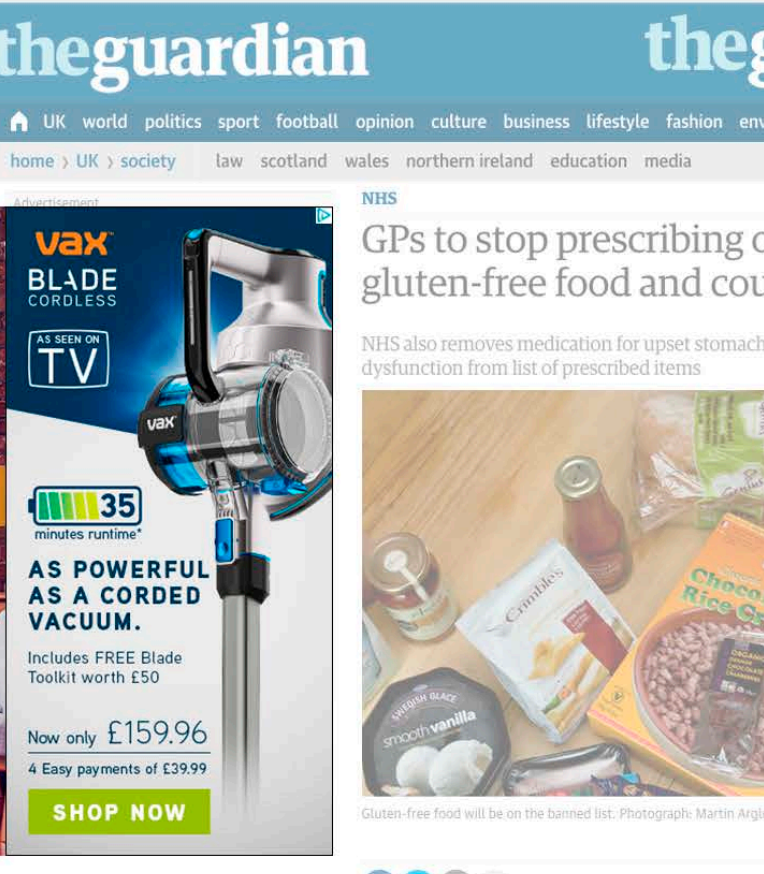
See it in action

The Blade 24V Cordless will fit easily into your home and allow you to spend less time spent cleaning. The 24V Lithium battery will give you 35 minutes of uninterrupted cleaning performance and it has an array of cleaning models that will work hard on floors, stairs, pet hair, cars and upholstery.

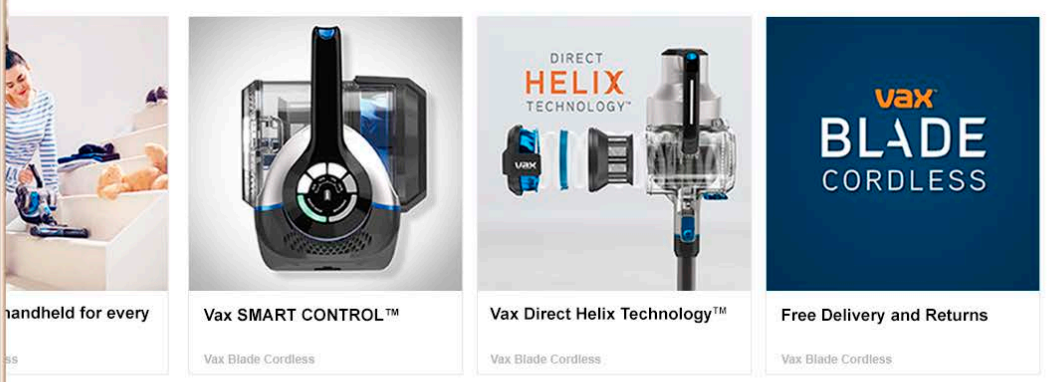
Easy pay options available (4 payments of £39.99)



Digital display advertising

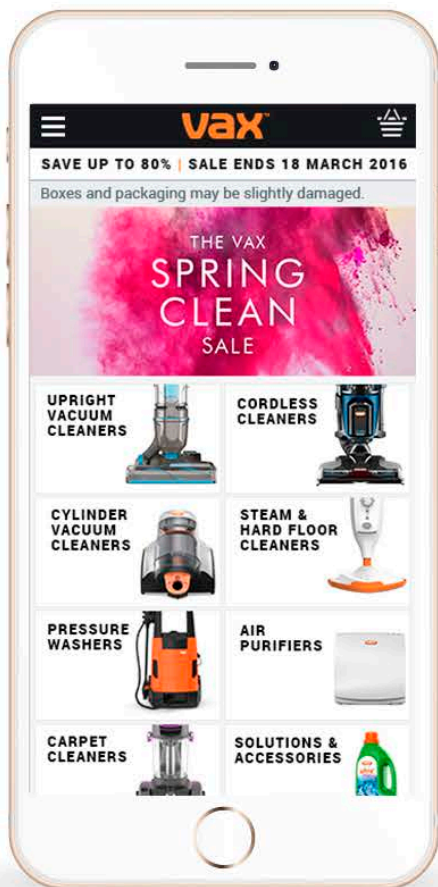
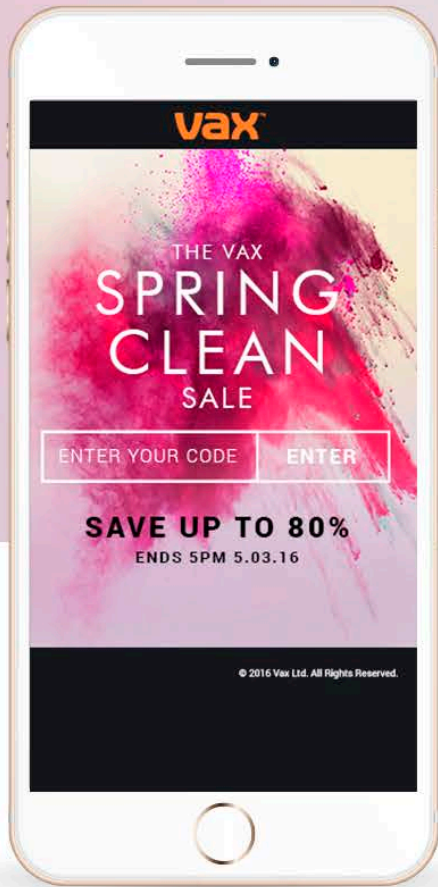


Facebook Canvas & Carousel Campaign



VL. Vax Spring Sale Redesign

Creative spring campaign concept, and complete redesign of home page structure, product and checkout pages.



vax™

[UPRIGHT VACUUMS](#)
[CYLINDER VACUUMS](#)
[CARPET CLEANERS](#)
[STEAM & HARD FLOOR](#)
[CORDLESS CLEANERS](#)
[PRESSURE WASHERS](#)
[SOLUTIONS & ACCESSORIES](#)
[AIR PURIFIERS](#)

SAVE UP TO 80% | SALE ENDS 18 MARCH 2016

For a limited time only. Boxes and packaging may be slightly damaged.

01:45:45

DAYS HOURS MINS

BASKET

THE VAX SPRING CLEAN SALE

UPRIGHT VACCUMS 25 results found SORT BY ▾

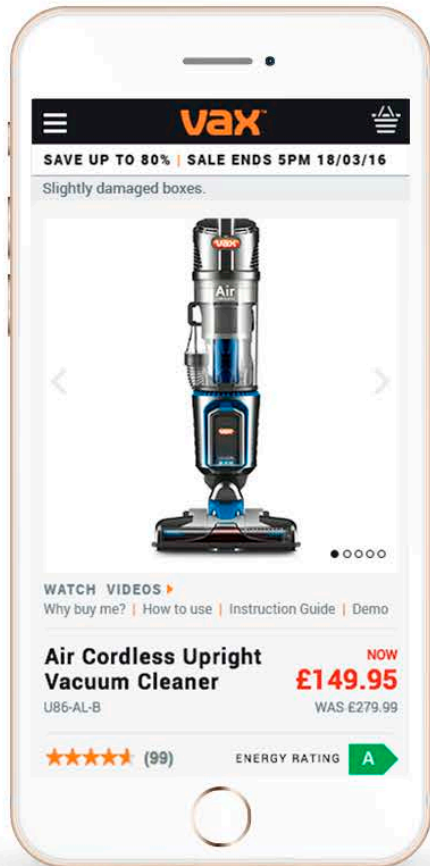
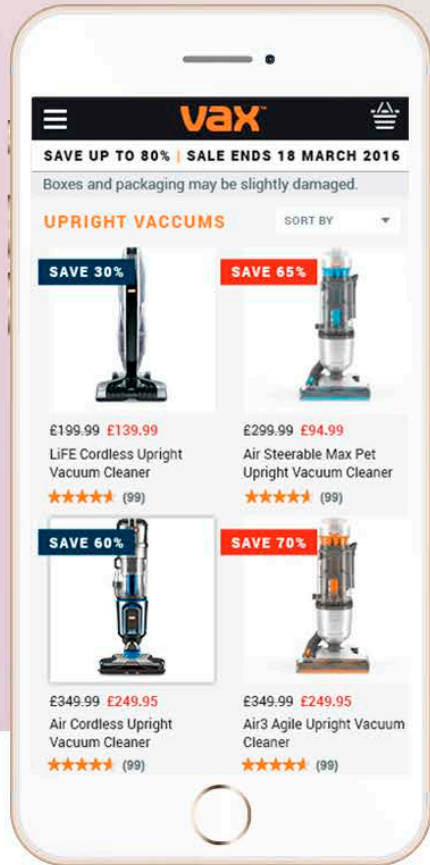
<div style="background-color: #333; color: white; padding: 5px; margin-bottom: 5px;">SAVE 30%</div> <p>£199.99 £139.99</p> <p>LIFE Cordless Upright Vacuum Cleaner</p> <p>★★★★★ (99)</p>	<div style="background-color: #333; color: white; padding: 5px; margin-bottom: 5px;">SAVE 65%</div> <p>£199.99 £139.99</p> <p>Air Steerable Pet Upright Vacuum Cleaner</p> <p>★★★★★ (99)</p>	<div style="background-color: #333; color: white; padding: 5px; margin-bottom: 5px;">SAVE 30%</div> <p>£199.99 £139.99</p> <p>Air Cordless Upright Vacuum Cleaner</p> <p>★★★★★ (99)</p>	<div style="background-color: #333; color: white; padding: 5px; margin-bottom: 5px;">SAVE 70%</div> <p>£349.99 £249.99</p> <p>Air3 Agile Upright Vacuum Cleaner</p> <p>★★★★★ (99)</p>
<div style="background-color: #333; color: white; padding: 5px; margin-bottom: 5px;">SAVE 30%</div> <p>£199.99 £139.99</p> <p>Action 604 Upright Vacuum Cleaner</p> <p>★★★★★ (99)</p>	<div style="background-color: #333; color: white; padding: 5px; margin-bottom: 5px;">SAVE 60%</div> <p>£199.99 £139.99</p> <p>Air Lift Steerable Pet Upright Vacuum Cleaner</p> <p>★★★★★ (99)</p>	<div style="background-color: #333; color: white; padding: 5px; margin-bottom: 5px;">SAVE 30%</div> <p>£199.99 £139.99</p> <p>Action Plus Reach Upright Vacuum Cleaner</p> <p>★★★★★ (99)</p>	<div style="background-color: #333; color: white; padding: 5px; margin-bottom: 5px;">SAVE 80%</div> <p>£199.99 £89.99</p> <p>Impact Upright Vacuum Cleaner</p> <p>★★★★★ (99)</p>

Can't find what you're looking for in the sale? Why not check out www.vax.co.uk/sale where you can save up to £200 on a wide range of cleaners. >

HOME Cordless Vacuums Upright Vacuums Cylinder Vacuums	DELIVERY & CONTACT Delivery Info Contact Info	LEGAL Terms & Conditions Website Terms & Conditions Eco Fiches	CONNECT WITH VAX
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VL. Vax Spring Sale checkout

Overhaul of the website with new navigation and responsive layout, new intuitive simplified checkout process.

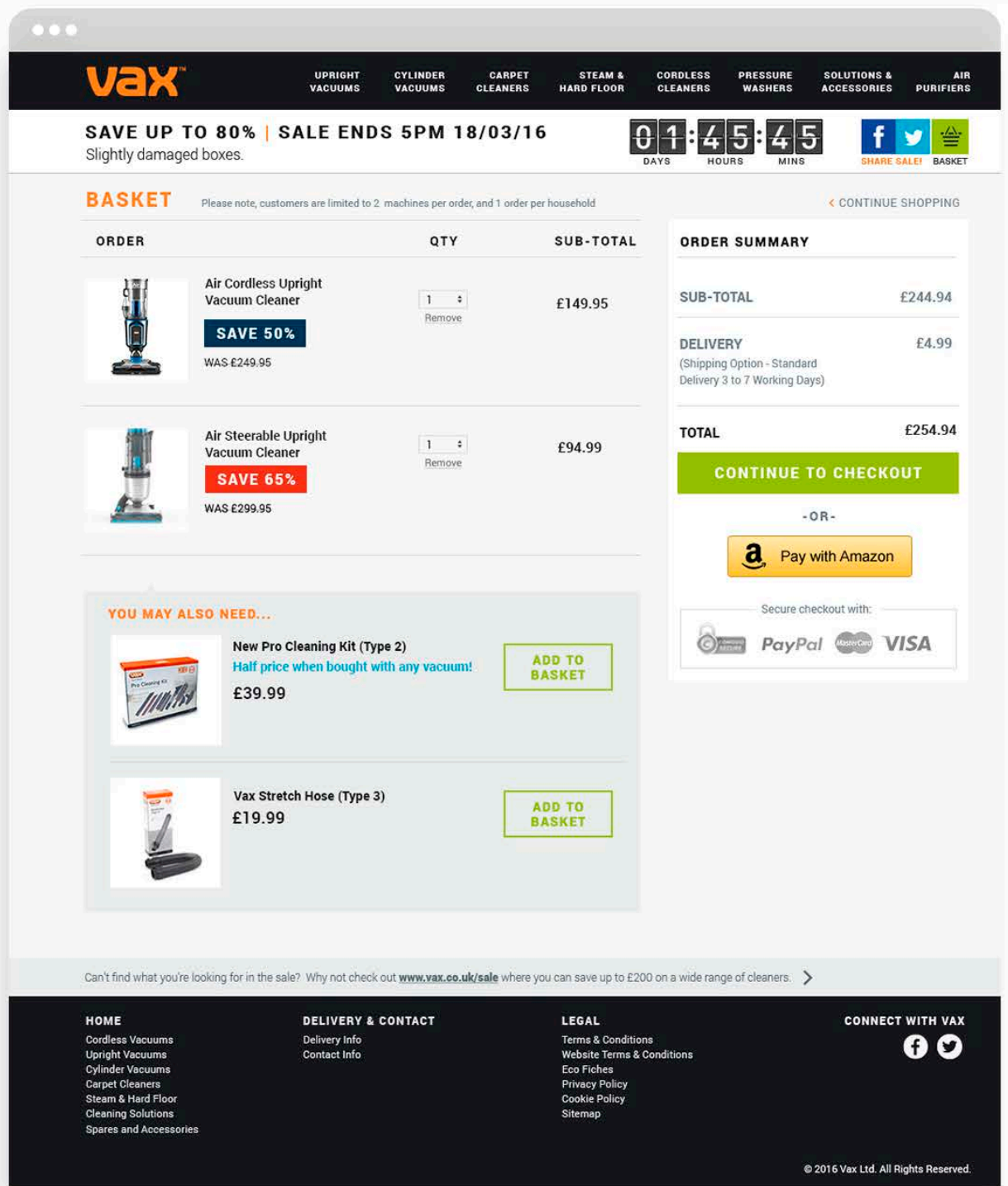
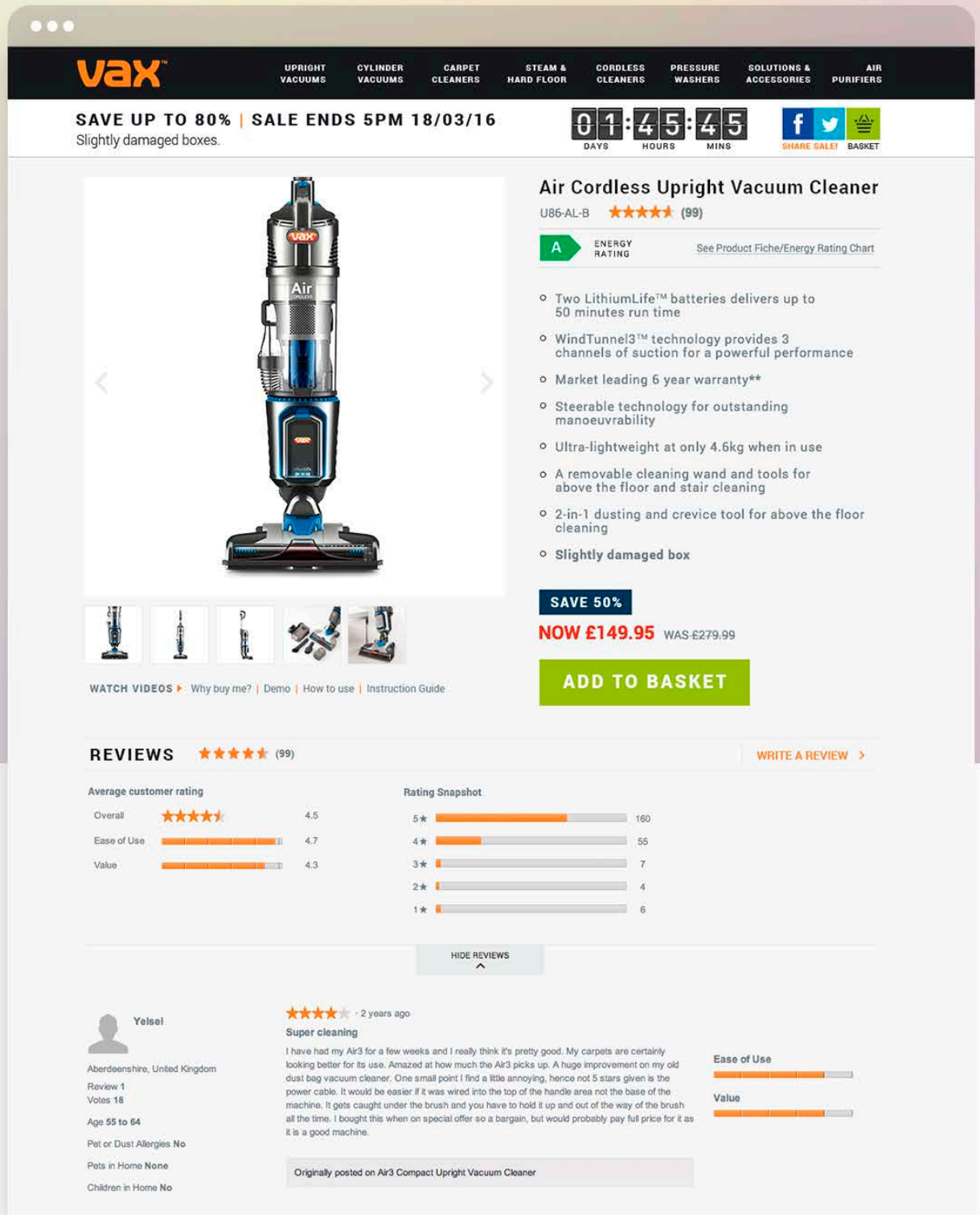


- Steerable technology for outstanding manoeuvrability
- Ultra-lightweight at only 4.6kg when in use
- A removable cleaning wand and tools for above the floor and stair cleaning
- 2-in-1 dusting and crevice tool for above the floor cleaning
- Slightly damaged box

REVIEWS ★★★★★ [WRITE A REVIEW >](#)

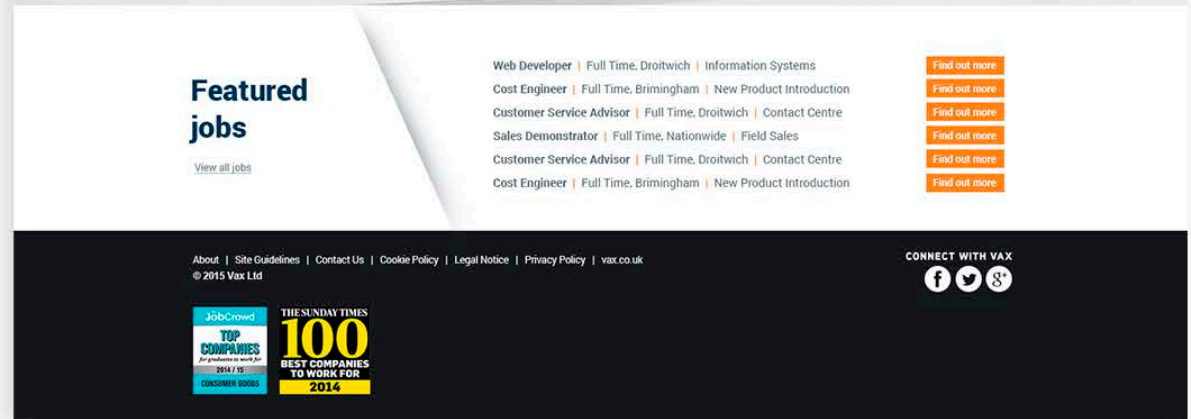
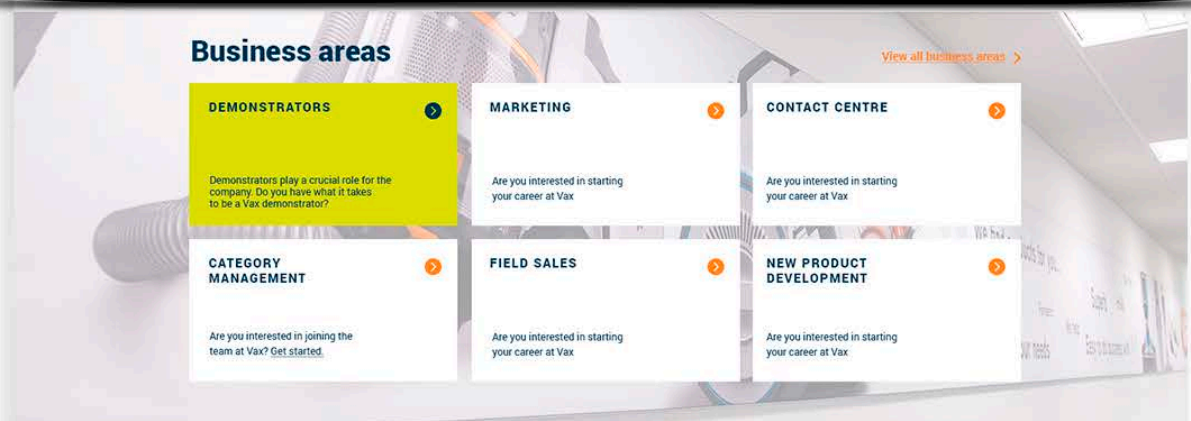
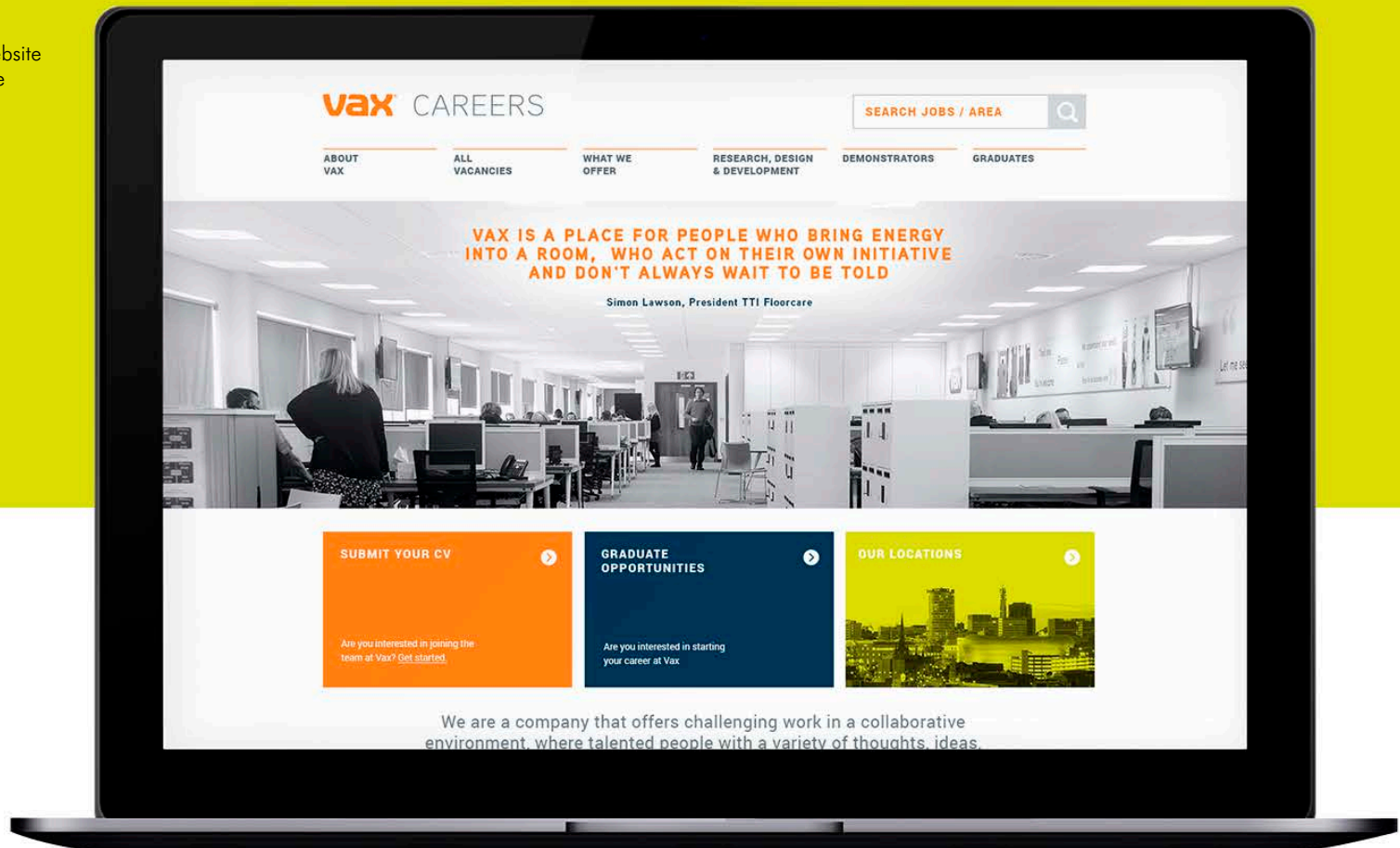
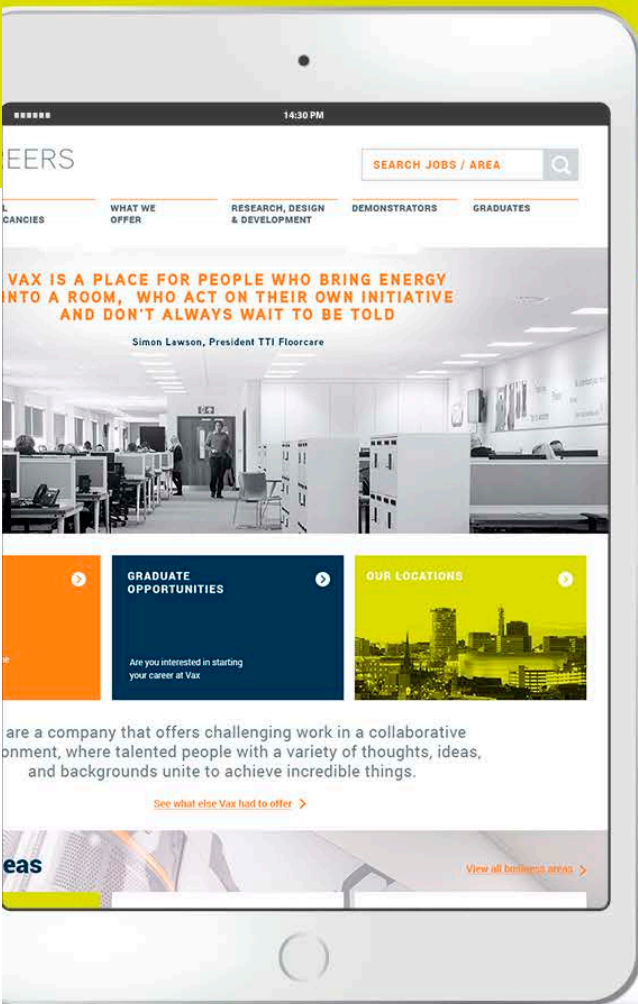


Can't find what you're looking for in the sale? Why not check out [www.vax.co.uk/sale](#) where you can save up to £200 on a wide range of cleaners.



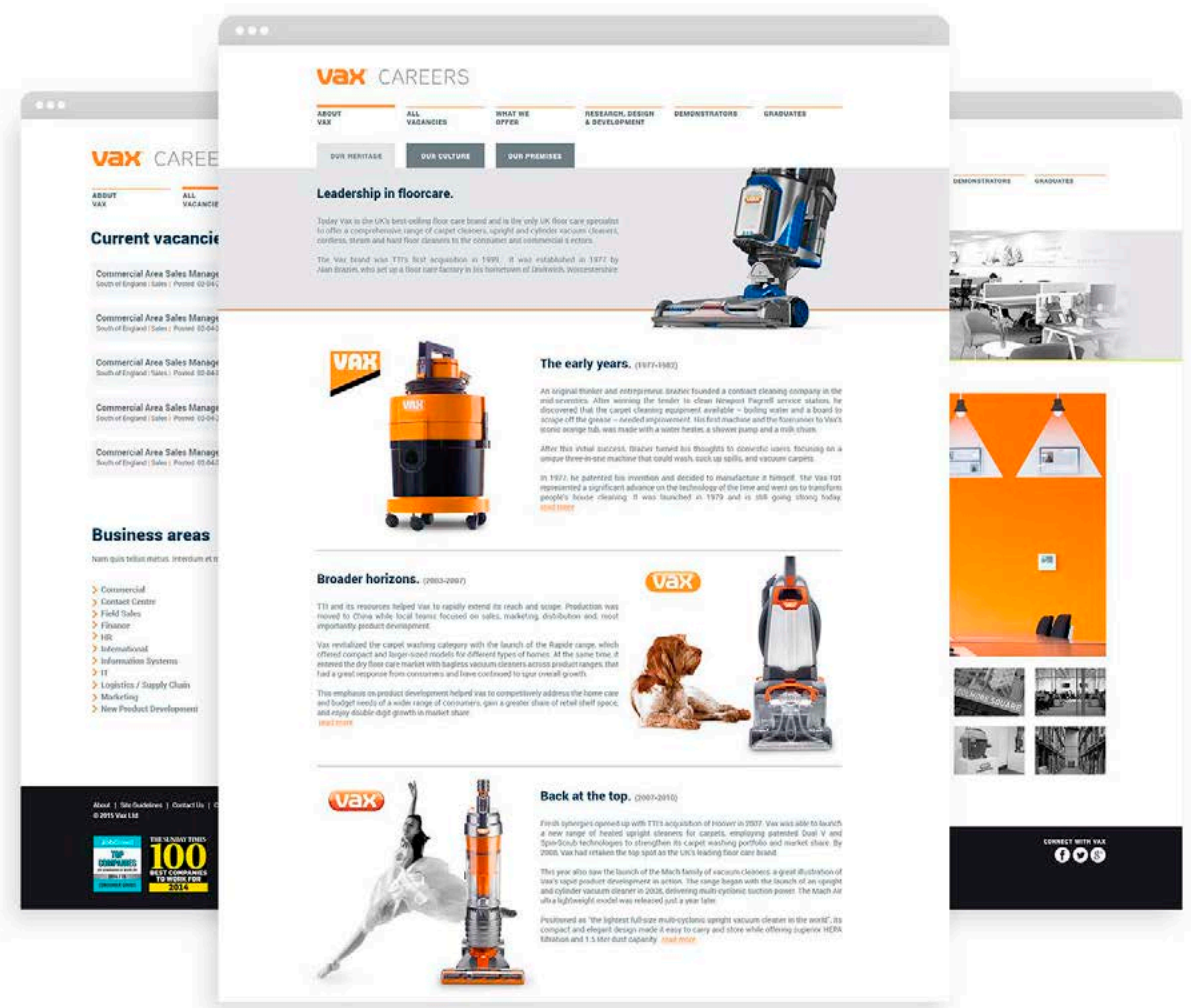
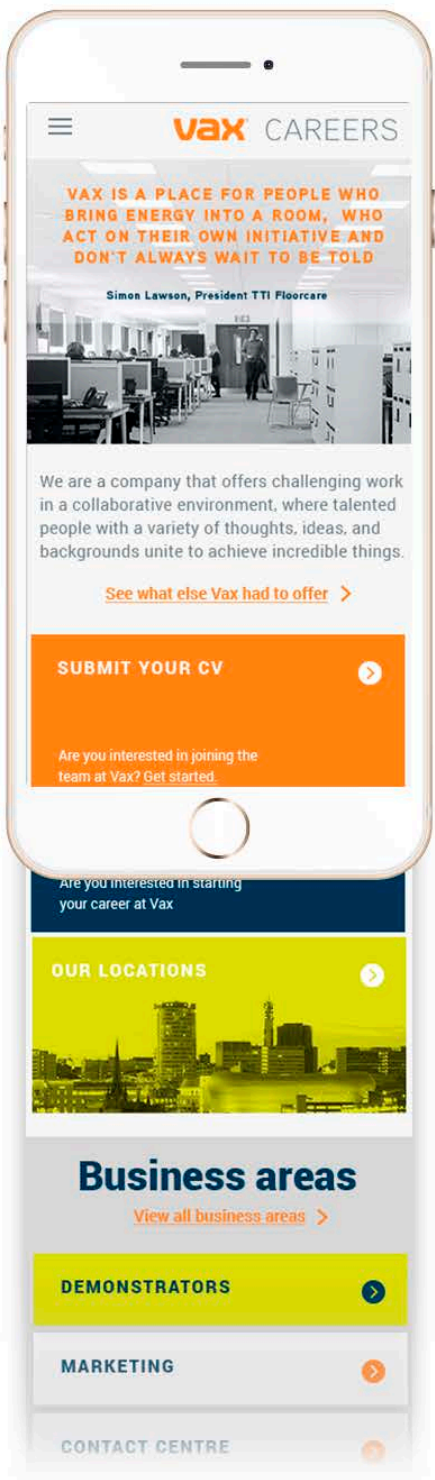
VL. Vax Careers Website

Responsive Web Design Concept. Overhaul of the website with new navigation and structure, photography of the premises also had to be art directed



Dynamic vacancies listing & Gallery Page

The vacancy listings had to be restyled but keep the set contents from the feed. A gallery page was also requested by the HR team.




VL. Design Trends 2015/16
internal project

A collaboration between the design studio and product design teams. A research project looking at design trends at the time to see how it could be applied to the work we produced.

Once trends were assessed and determined; imagery was then compiled and created. The research encompassed different categories from packaging, colour trends as well as product design trends.







DESIGN TRENDS

ISSUE:
01 JANUARY


MONTHLY DESIGN INSPIRATION FROM AROUND THE INTERWEBS




Liquid Advent Calendar - that you'd keep in the fridge! 1 Trick Pony named, branded and designed the packaging for this limited-edition, holiday release from Taft's Ale House.



VANTOT is a Netherlands-based studio made up of Sam Van Gurp and Esther Jongma, and their most recent collection is called Limpid Lights.



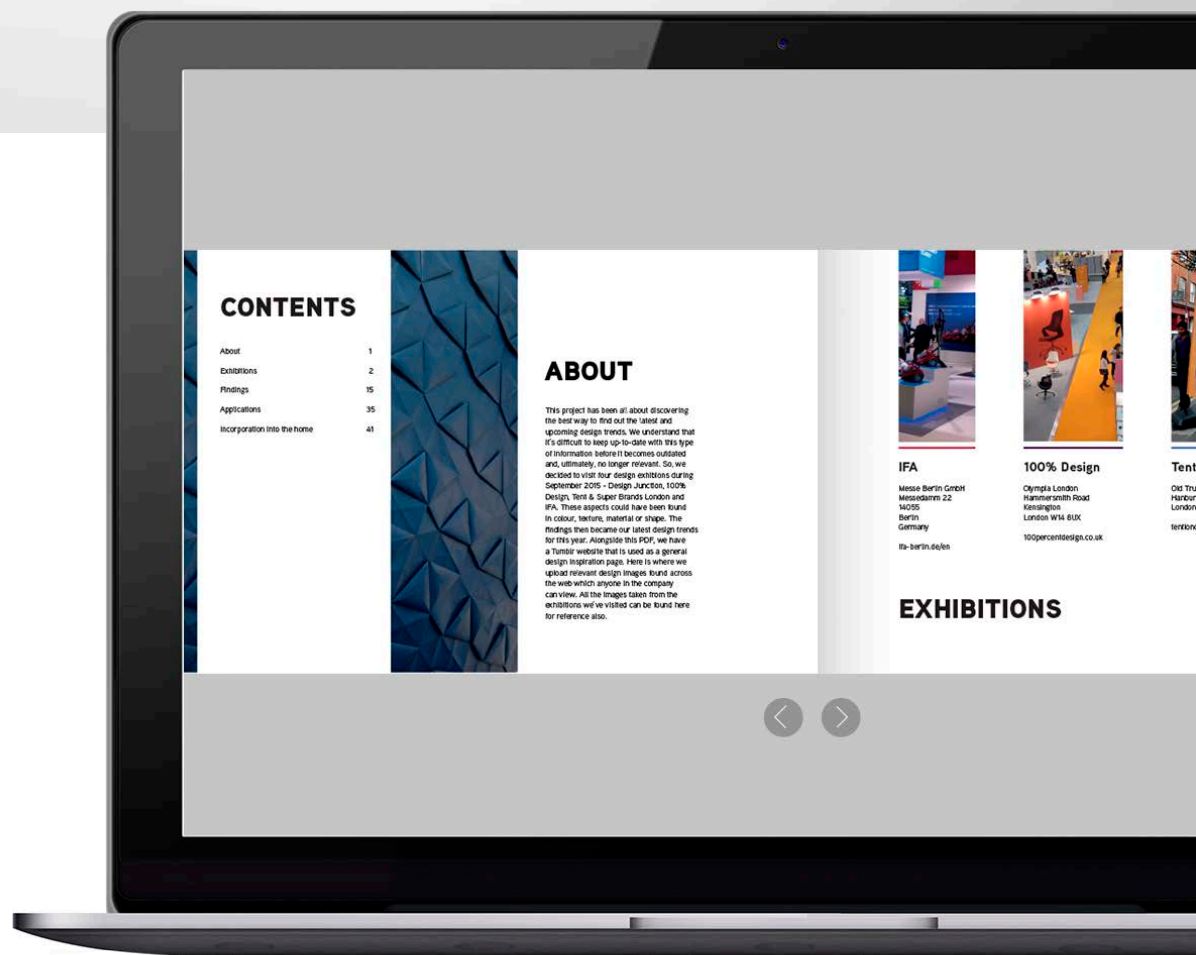
OLI is a stand-type Bluetooth speaker that allows music to fill up your surrounding. OLI is to be stood in different areas of the house instead of filling up spaces on tables or shelves.



Louis Vuitton Objets Nomades Collection at Design Miami - As a continuation of its "Objets Nomades" collection, Louis Vuitton hosted another presentation at this year's Design Miami.

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To ensure that our messages get to you (and don't go to your junk or bulk email folders),
please add newsletter@vax.co.uk to your address book. To unsubscribe, please [click here](#).
© 2015 Vax Ltd



Interactive online booklet

Along with a printed copy of the brochure, an interactive version would also be accessible to staff

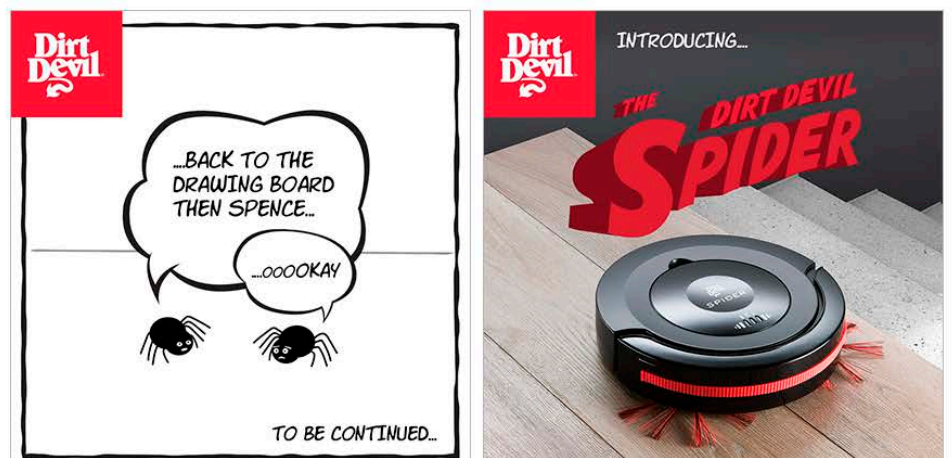
VL. Facebook social media campaigns

Variety of seasonal and product focused social media campaigns designed at Vax.



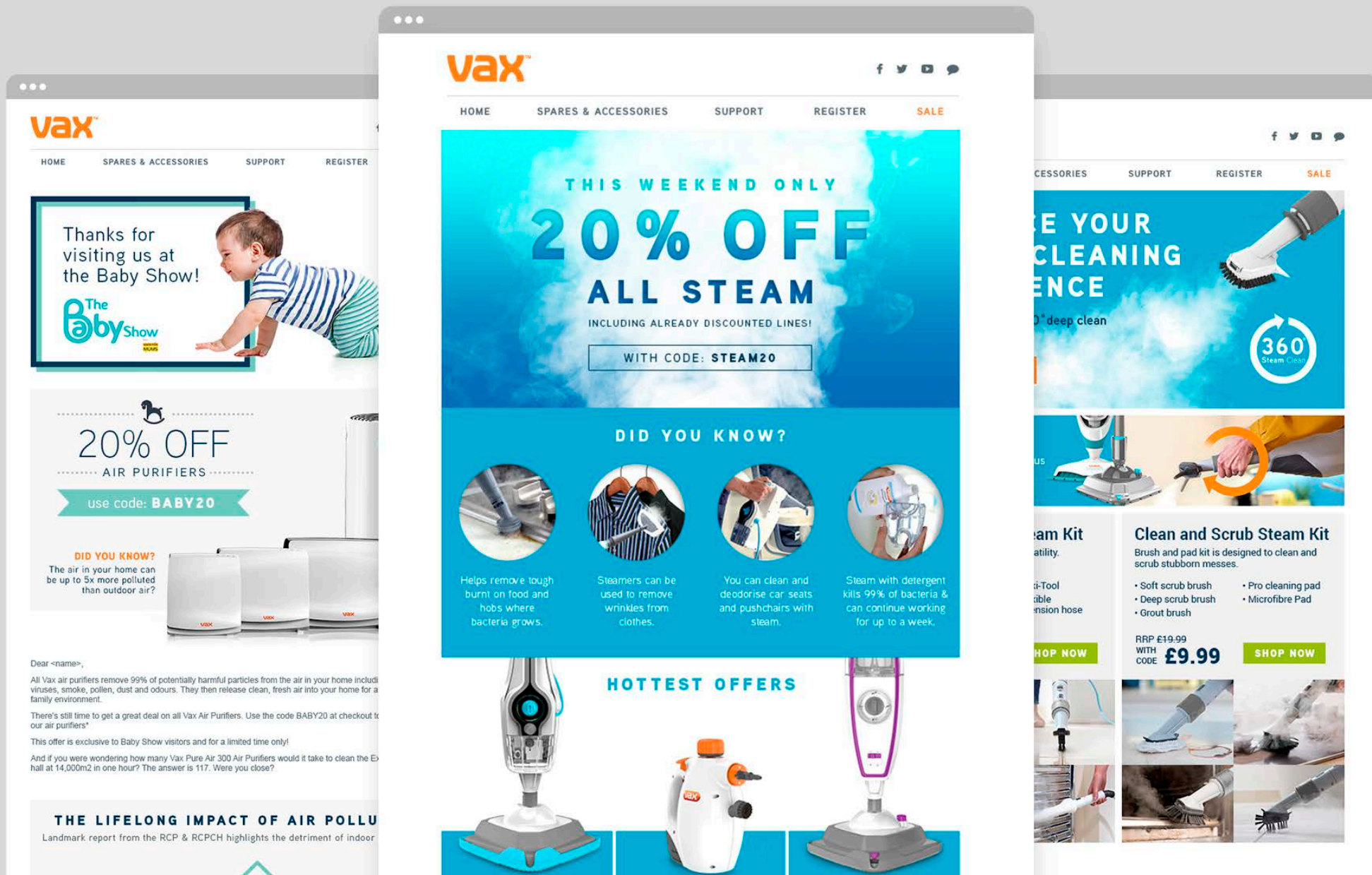
Dirt Devil Facebook Canvas Comic Strip

A quick and playful comic book style campaign to promote the Dirt Devil Spider robot vacuum.



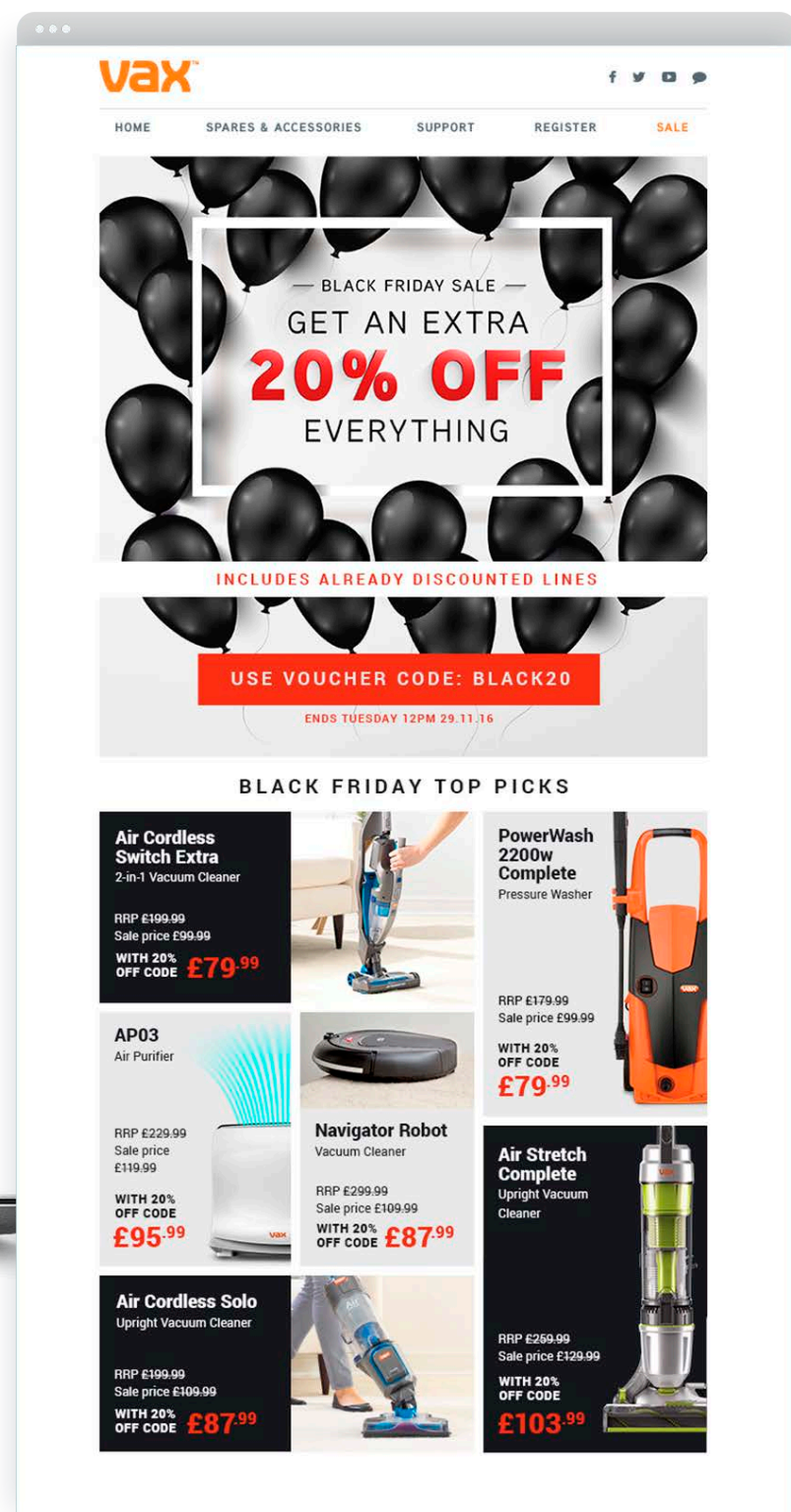
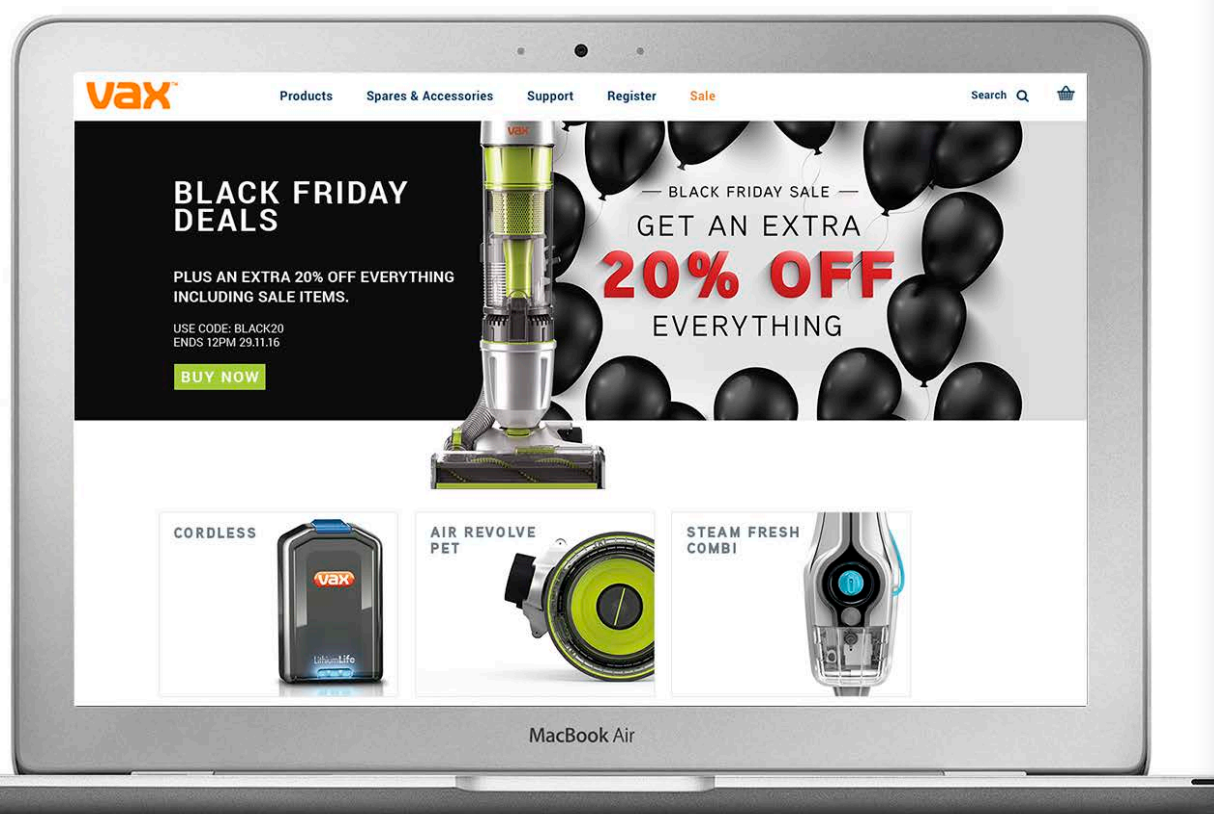
VL. CRM email design

Various campaigns and promotional product emails.



Online e-commerce promotional/seasonal sale campaign

Creative campaign translated across all Vax UK online channels. Email, Website homepage banner, product images and social media.



VL. Edge Partnership of Schools
Corporate identity design



CMS compatible website design

VL. Print & Graphic Design

A selection of previous print and design work, from logo designs, to brochures, flyers and posters.



An elegant Belgravia town house with an attractive south westerly aspect down Graham Terrace. Eaton Terrace is within walking distance of Sloane Square, the shops and restaurants of Elizabeth Street, Sloane Street and the Kings Road.

The house provides bright and spacious accommodation refurbished to an exacting specification and furnished using a blend of classical and contemporary interior design. The accommodation benefits from the latest in cooling, lighting, audio visual and security systems.

Accommodation

- Reception Hall
- Library
- Hallway/Drinking Room
- Kitchen/Breakfast Room
- Dining Room
- Study Room
- Principal Bedroom with Ensuite Bathroom
- Dressing Room
- Four further Bedrooms and Bath/Power Rooms
- Homeoffice Room
- Walk-in-Closet
- Wine Cellar
- Laundry Room
- Guest Cloakroom
- Window Cleaners

Local Authority City of Westminster
 Search Available
 Price Upon Application
 Credit 8 Fixed

1402 SQ FEET (134 SQUARE METRES) FRESH-COLD



VL. Jaguar and Land Rover brochure artworking

Printed and interactive product brochures for a variety of different global markets. Highly technical and precise work had to be carried out to adhere and enforce brand consistency. Following strict corporate guidelines as well as utilising styles, scripts, greps for pixel perfect consistency and different market requirements.




Translation crafting for international markets



Interactive PDF eBrochures




VL. Jaguar and Land Rover Email digital artworking



EXPERIENCE THE DEFINITIVE JAGUAR SPORTS CAR

Dear <Name>,
Whether you test drive its Coupé or Convertible model, you'll soon discover that New F-TYPE is the sports car for the pure driving enthusiast. Agile, responsive and with its seductive signature exhaust note, it delivers outstanding performance in every condition.


[BOOK A TEST DRIVE](#)



MEET THE F-TYPE R COUPÉ


Delivering a breathtaking 5/6PS and 700Nm, the R Coupé's supercharged V8 engine effortlessly powers you from 0-100km/h in an unforgettable 3.7 seconds. All while retaining an outstanding grip on the road, thanks to its enhanced All Wheel Drive chassis. Watch it in action in our latest film.

[WATCH THE FILM](#)




Dear <Name>,
Welcome to the latest issue of the Jaguar Magazine – exclusively for Jaguar owners. Packed with stories from the worlds of design, technology, philanthropy and literature, this edition has been specially created with your passions and interests in mind.

[READ THE MAGAZINE](#)




THE SELECTORS
Indulge in the finer things in life. Our expert panel give their top picks from the latest in fashion, art, design and food.

[TELL ME MORE](#)



KILLING IT
Luke Jennings explains how his novella and the hit TV series Killing Eve combine to create the most alluring female assassin of the modern age.

[READ THE STORY](#)




COOKING ON ELECTRIC
We hit the streets of Portland, Oregon, in the all-electric Jaguar I-PACE to experience the city's growing counter-cultural food scene.

[TAKE ME THERE](#)

[READ THE MAGAZINE](#)


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STAND OUT FOR ALL THE RIGHT REASONS

Combining a traditional engine and an electric motor, the New Range Rover Evoque Plug-in Hybrid offers you all the style and performance you'd expect from Evoque, but with fewer emissions. Book a test drive and experience the Plug-in Hybrid difference for yourself – or watch the film to see how easily it breezes through the city.


[BOOK A TEST DRIVE](#)



AN ALL-ELECTRIC RANGE OF UP TO 66KM*

Able to travel up to 66km* on electric power alone, Evoque Plug-in Hybrid is more than capable of handling your daily commute, the weekend shop – or even that rural retreat. Find out more below.

[EXPLORE THIS MODEL](#)




WATCH THE LATEST FORMULA E INTERVIEWS

With the thrilling sixth series of ABB FIA Formula E Championship well underway, get to know the Panasonic Jaguar Racing team through the latest interviews including exclusive content.

From sending messages to their fans, to discussing life on and off the track, Mitch Evans, James Calado and VIP driver Romaine Joffe reveal what makes a great racing driver tick.

Find out more about the team and give them an extra power boost on the track by voting for them through FANBOOST.

[FANBOOST DRIVERS](#)



JAMES CALADO

A fresh addition to this season's racing squad, British driver James Calado brings a wealth of experience to the ABB FIA Formula E Championship.

Find out more about James in our exclusive interview.

[WATCH THE FILM](#)