



# MUSIC

- /N -

# DESIGN

**NAVAZ KARIM**

CONNECTING BRANDS AND USERS VIA CREATIVE VISUALS

**BRAND IDENTITY**

Visually communicate your business and mission statement

Navaz Karim, Suite A1090, 30 Red Lion Street, Richmond upon Thames, TW9 1RB, UK

**PRINT & DIGITAL**

Use both print and digital products to reach your audience

**UX/ UI (MOBILE) DESIGN**

Create enjoyable user experiences and interaction, and convey your brand

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## ABOUT:

'Design is not just my profession; it's my passion. I believe that excellence in design is born out of good communication. Whether seeking to create impacting marketing collateral or improve your user's experience, I will work with you to uncover the full potential of your project.'

Furthermore, a strong believer in the Japanese term 'Kaizen' for design, translating as a system of continuous improvement or as 'nothing is ever complete'. Navaz Karim adopts a relentless philosophy to continually optimise design and create further development. 'A product can always be improved, whether it's the product's sustainability, user interaction or user experience- it is vital to get the product into the real world and see real world reaction.'

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## START YOUR JOURNEY >



# TRANSPARENCY, COMMUNICATION & PEACE OF MIND.

You'll never be out the loop. Pricing is delivered in 3 packages, Silver, Gold and Platinum- and a pricing cap will be agreed from the start. Throughout the creative process you'll be involved in key decision making and the development of design. Finally, you'll receive support to ensure your project is maintained.

## PACKAGES >

### SILVER

#### PRINT & DIGITAL

>> **Digital:** All digital works meets RGB colour format and the correct pixel resolution. I am further able to transform technical data into infographics and create full presentations, with great attention to detail.

>> **Print:** All print work produced meets CMYK colour format and bleed requirements. I have great experience producing the following: apparel, brochures, banners, labelling, magazines and wide format documents.

PRICES START FROM

£100/ \$150

### GOLD

#### BRAND IDENTITY

Branding is far more than a logo, but it's a good place to start. We are able to create logos and brand guidelines, that can transform your company's visual language. All branding work is research based, aimed at your target market and delivered in an array of formats.

**Recommended for  
Start-Ups and New  
Enterprises.**

PRICES START FROM

£300/ \$450

### PLATINUM

#### UX/ UI DESIGN

>> **Mobile (UX/UI):** I am able to produce personas, inspiration/mood boards, creative concept creation, low to high fidelity wire-framing, superb user interfaces and user testing analysis. All mobile application designs are produced to adhere to industry leading best practices guidelines for Windows, IOS and Android systems. We are happy to work with User Experience and technical teams to produce superb User Interfaces for Mobile Apps.

PRICES START FROM

£500/ \$750

# DESIGN PROCESS

## MUSIC *IN* DESIGN

[CHECK OUT MY WORK NEXT >](#)

### CONSULTATION

In the first meeting I will take time to learn about you, your ideas and needs, and discuss ways in which we can move forward.

### DESIGN

After agreeing a proposal and looking at market research. This is the stage where everything comes together & starts flourishing.

### TEST/ ANALYSIS

Here I release an excellent version to you and if you are happy to your audience, using a multitude of analytical tools to find out the success of the design.

### DEVELOP

This is where we tighten up all the nuts & bolts, make things work, ensure your goals are met and the design can be maintained.



# THE MANOR

## ALBUM ARTWORK

**Client:** The Manor  
(Independent)  
**Role:** Designer and  
Artworker  
**Package:** Silver

**Technical:**  
Photography,  
editing and social  
media. Adobe  
Creative Suite's  
Photoshop and  
Illustrator.

**About the Project:** The album artwork was photographed, edited and tweeted to South London rap trio, The Manor, in one day. Inspired by Danny Graft's The Manor is... track, the Job Promotion's (TBC) album artwork lays a neon vibrancy on top of a high contrasting black and white photograph of Alton Estate, London. The colourful overlay coincides with the extraordinary happening in everyday life- the job promotion. The rap group's logo was applied adhering to branded positioning. Finally, the album's title was applied on a black strip across the top of the artwork- creating an eye-catching and balanced design.



# KLUB KOFFEE

**Client:** Klub Koffee

**Role:** Designer

**Package:** Gold

**Technical:** Persona profiling, consumer and market research (desk and ethnographic), logo creation, branding, packaging and signage.

**Programmes Used:**

Adobe Creative Suite's Photoshop and Illustrator.

**About the Project:** A start-up micro-roastery based on the edge of West London, needed to visually brand their unique and freshly grounded coffee combinations.

I was approached by Colin Forest to provide a logo, packaging solution and signage for the company. The coffee packaging needed to be inexpensive and eco-friendly, to fit the values of the product, whilst keeping the coffee beans freshness sealed.

The packaging solution would be an almost entirely reused paper product, with excellent recycling properties. Furthermore, the packs can be sourced locally, and both bought and printed in small batches.





# KLUB KOFFEE CONTINUED.

The circular logo design also proved to be a great signage solution. The local council, The London Borough of Hounslow, had stringent practices of how far a sign could be displayed out from the micro-roasting building. With no space for a forward facing business sign, the circular signage managed to stay within size restrictions and was approved on assessment.

The logo itself is based on an abstract Union Jack as the beans are after-all roasted in the UK. The etched and worn down look creates an established feel to the new company. Finally, the logo contains an eye catching and bold red, perfectly fitting for the company practices and coffee flavours.





# TEACH AID

**Client:** Teach Aid

**Role:** Lead Designer

**Package:** Gold

**Technical:** Logo and branding package supplied. Special care was taken to supply the client with documents including easy to follow instructions explaining as to how and where each file should be applied.

**Programmes Used:**

Adobe Creative Suite's Photoshop and Illustrator.

**Brief:** Teach Aid, an International Development NGO, teaches first-aid to communities in regions stricken by poverty and poor education. They wanted a logo which is recognised by two audiences, one the international travelling volunteers, the other those in developing local villages/ towns. The logo should also work in work in black and white, so the brand can be consistent across multiple locations and varying facilities.

The logo design uses both the traditional cross and green colour associated with medicine, aid and pharmacies worldwide for the 'T'. Furthermore, the design has a distinct designed font and using all capitals to warrant the urgency needed in many first-aid situations.





# MOSELEY FARMERS' MARKET

**Client:** Moseley  
Farmers' Market

**Agency:**  
Appropriate.is

**Role:** Design  
Assistant

**Package:** Gold

**Technical:**

Colour selection  
for screen  
printing, product  
purchasing and  
photography

**Programmes Used:**

Adobe Creative  
Suite's Photoshop  
& Illustrator.

**Project Brief:** The UK's busiest farmers market required new branding and a sturdy bag with a fashionable print to enhance their shoppers' experience-helping shoppers stock up on some great farm fresh foods! The client desired the Moseley Farmers Market logo to be overt and the branding to communicate the range of products available.

Using a canvas bag allowed for some great graphics to be screen printed locally. Designing with only two colours amplified the range of products available without colour clashes and significantly reduced the bag's price. The bag's cotton straps and sturdy stitching allows for heavy goods to be placed inside- making it the perfect bag to stock up on fresh foods.





# PERFECT LIMITED

**Client:** Vicky Sleight

**Role:** Designer

**Package:** Platinum

**Technical:** Market research (desk and ethnographic), logo creation, branding, business cards, user interaction and user experience for website.

**Programmes Used:**

Adobe Creative Suite's Photoshop, Illustrator, Premier Pro. WordPress.

**Brief:** Navaz Karim was approached by Vicky Sleight to create a brand for her technology consultancy promoting equality and diversity within the technology sector.



www.th

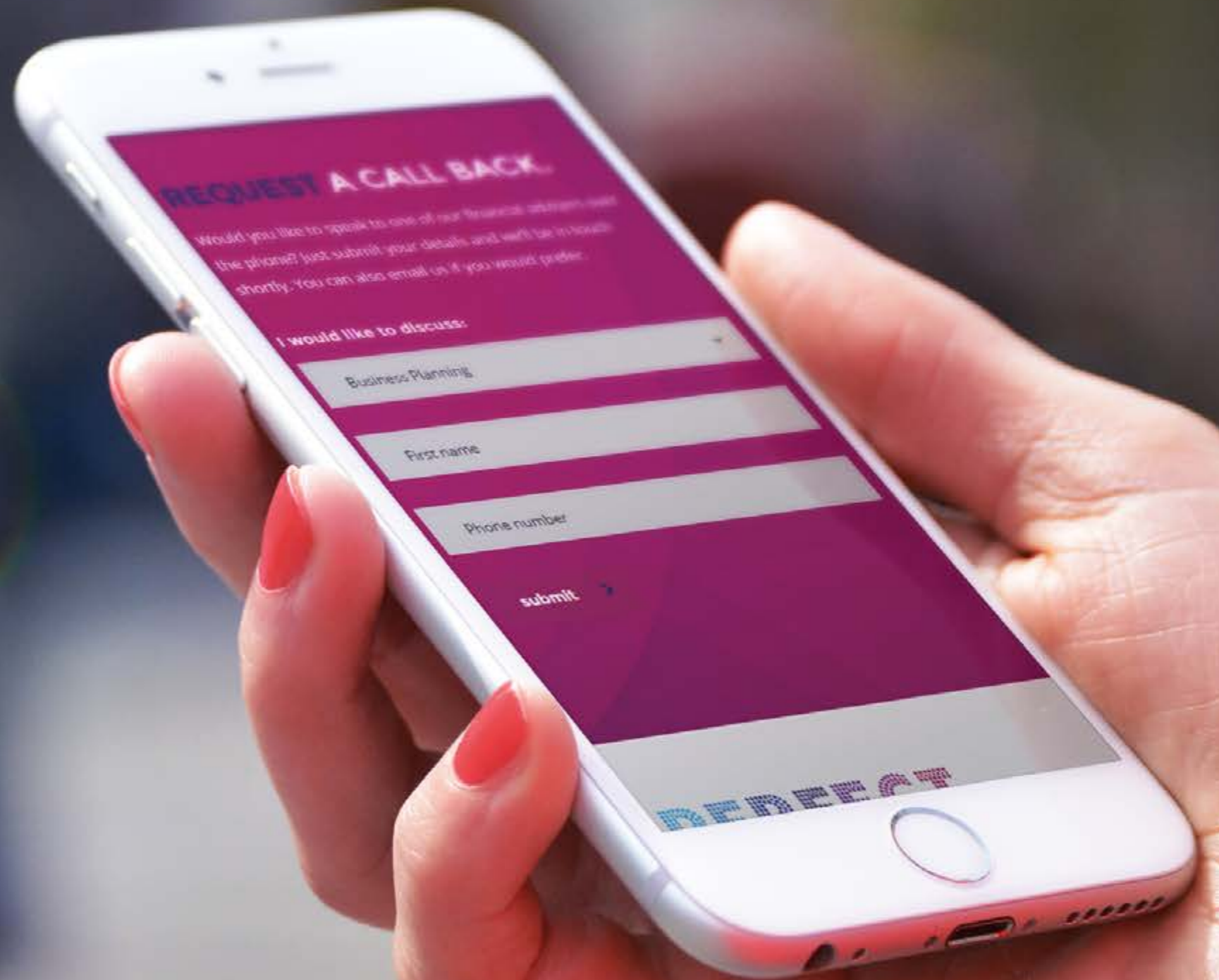


# PERFECT LIMITED CONT....

The brand's visuals focused on a harmonious balance of colour and gender perception. Importantly, the logo and branding fits the client's specification of a modern, clean yet distinct aesthetic within the technology and consultancy sector.

The role included logo creation, branding, responsive website, annual reports/ (magazine style) PowerPoint presentations, video editing/ motion graphic, email signature, business cards, and letterhead.

FIND OUT MORE HERE >





# ORGANIC ROOFS

**Client:** Organic Roofs  
**Role:** Marketing Designer  
**Package:** Silver

**Technical:** Adobe Photoshop, InDesign and Web Design.

**Project Brief:** The young Brighton-based sustainable roofing company, Organic Roofs, needed to professionally communicate their services and products to a range of stakeholders i.e. architects, contractors and both home and business owners. Organic Roofs also wanted to portray their professionalism within their digital marketing collateral.





# HESTON BLUMENTHAL'S NAPKIN RING

**Agency:** FineCut Graphic Imaging, UK.

**About the Project:** Using a Nd-YAG laser cutting tool with rotary attachment, we successfully produced the napkins rings for The Fat Duck, one of the UK's finest restaurants. Heston Blumenthal's restaurant is one of a few restaurants to be rated three Michelin Stars. The diner is offered the napkin ring after their main meal as an aide-memoire of the fine-dining experience. A rigorous jig setup with dedication to quality and craftsmanship coupled with Finecut Graphic Imaging's industry leading laser equipment ensured exceptional precision and attention to detail. The stainless steel design was given a slightly out of focus engraving beam, which created a softer edge finish. Furthermore, all napkin rings' edges were delicately smoothed and the product polish finished.





# GSMA STAND

**Client:** GSMA

**Agency:** Appropriate.is  
**Show:** Africacom, CTICC,  
Cape Town

**Location:** #B18

**Stand Size:** 3m x 3m

**Package:** Silver

**Programmes Used:** Adobe  
Creative Suite's Photoshop and  
Illustrator.

**About the Project:** GSMA Africa had an upcoming event in Cape Town, South Africa, at an annual technology expo. The task was to create a branded space which communicates their portfolio of programmes and values; working within GSMA's brand guidelines and a tight deadline.





# WEMIX UI/UX/ BRAND

**Client:** Little Cute Apps (WeMix)

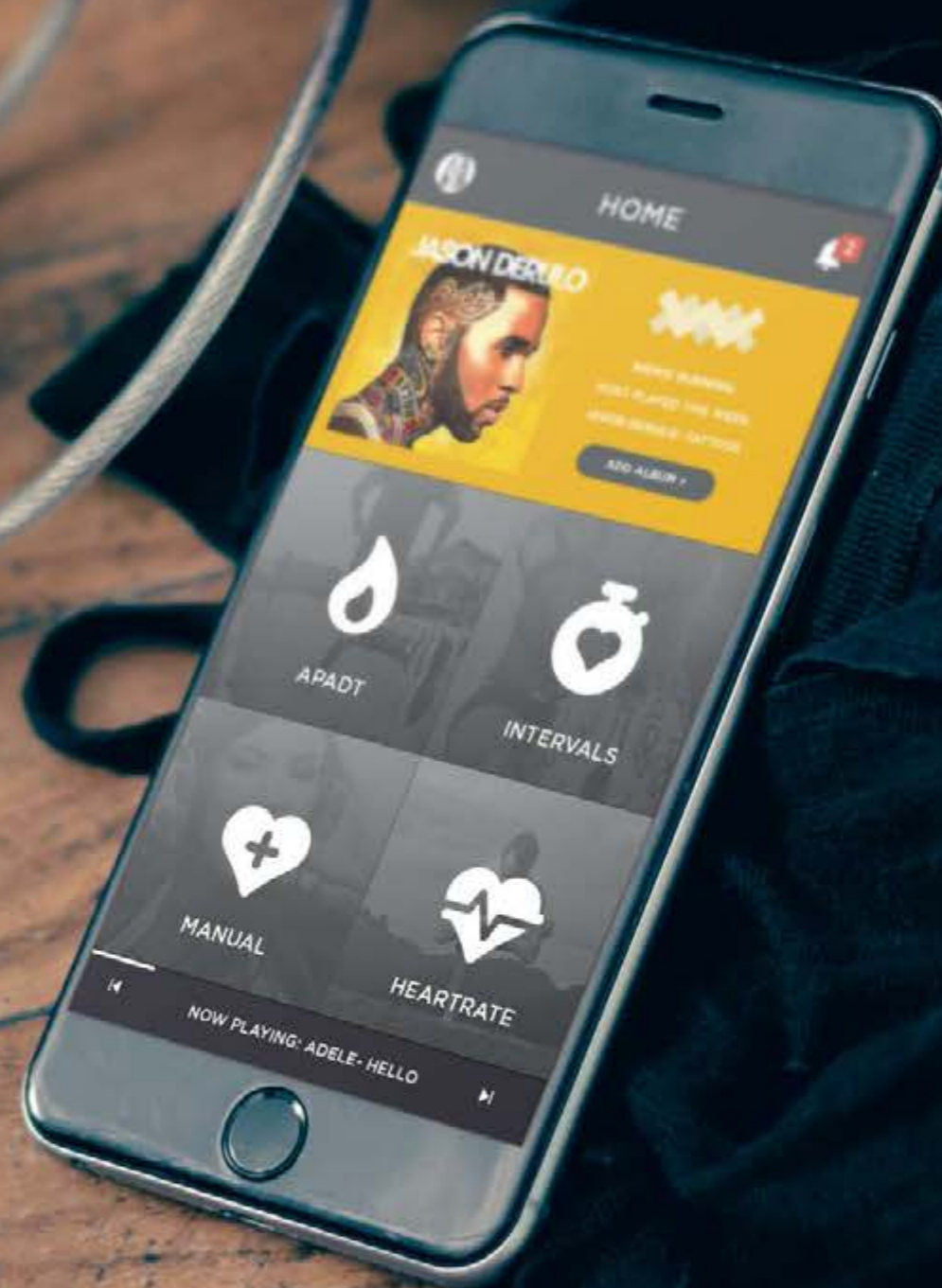
**Role:** UX/ UI Designer

**Package:** Platinum

**Technical:** Persona profiling, consumer and market research (desk and ethnographic), wireframing, colour composition, logo creation, branding, user testing, user interaction and user experience.

**Brief:** To create a brand and both User Interface (UI) and User Experience (UX) allowing avid runners to intuitively plan their desired workout and their music playlist to suitably sync. The visuals should portray a new music experience with a marriage to running yet a playfulness to its users.

The WeMix brand and app was created from customer profiling, mood boards and analysis of the competition and user's behaviours. All features adhere to mobile industry leading Smarter App Guidelines and Best Practices. The user journey targeted a fun, simple and social experience where the user is rewarded for going the extra mile and commitment.





# OURNEY UI/UX/BRAND

**Role:** UI/ UX Designer

**Client:** Ourney

**Agency:** 100 grams

**Package:** Platinum

**Brief:** To create a brand and both User Interface (UI) and User Experience (UX) allowing UK users to intuitively plan their journey using public transport. The visuals should portray authority and reliability yet a playfulness to its users.

The Ourney brand and app was created from customer profiling, mood boards and analysis of the competition and user's behaviours. All features adhere to mobile industry leading Smarter App Guidelines and Best Practices. The user journey targeted a fun, simple and social experience where the user is rewarded for lowering his or her carbon footprint. Both the User Experience (UX) and User Interaction (UI) progressed through user testing via low to high fidelity wireframes. Concepts were initially hand-sketched, then digitalised giving a realistic idea of spacing and layout. Icons were added, colours and finishes then experimented with. The final design is after user testing and feedback, giving an optimum result for users from varying app technology abilities.







# Journey



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# TESTIMONIALS

## WHAT YOU HAD TO SAY...

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**“Great to have on the team.”**

Navaz was polite, professional and great to have on the team. When we travelled overseas he was sensitive to other cultures and made an effort to learn the host language. I enjoyed spending time with him and felt that he was a very good representative of the organisation.

**Liz Vassilakes**

Placement Manager, Tokyo University of Agriculture and Technology (UoB)

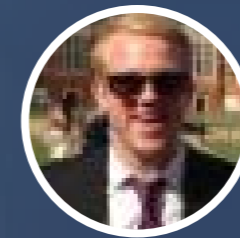


**“He is a intelligent, articulate and committed worker.”**

I really enjoyed working with Navaz during his period of study with me. He is a intelligent, articulate and committed worker, passionate about making life and the world a better place.

**Richard Morris**

Principal Lecturer at the University of Brighton, UK



**“Creative, insightful and results driven”**

Creative, insightful and results driven: Navaz has a unique ability to draw on the clients needs and ideas and create something impactful and unique. We have been very impressed at every stage of this rebranding exercise.

**Stephen Hunt**

Teach Aid Board Member, UK



**“Remarkable Style.”**

Always a pleasure to work with, Navaz offers countless ideas, creative solutions and technical skills to really see even the most difficult of briefs through in remarkable style. I look forward to working with Navaz in the near future and have no hesitation to recommend him.

**James Isgrove**

Senior Designer, Appropriate.is



**TRANSPARENCY,  
COMMUNICATION &  
PEACE OF MIND.**

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**GET IT RIGHT.**

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**NAVAZ KARIM**