

NEIL RICHARDS

UX, UI & DIGITAL DESIGNER

I am an award winning freelance digital designer, from the UK - now living in Melbourne, Australia. With over 20 years industry experience, working on websites, banner advertising, email marketing, touchscreen, tablet and mobile applications, branding projects and conceptual design. I approach design creatively, practically and technically - using my understanding of UX and UI, technical knowledge and artistic roots to create effective digital solutions.

_UX / UI Design

User Experience and User Interface Design, including content auditing, sitemap creation, wireframes, interactive walkthroughs and proof of content prototypes. Design and supply of full suites of templates and assets, with detailed instructions for the build phase. Testing and technical feedback for developers.

_Concept Design

Redesign, re-branding, campaign ideation across various media and platforms. My background in the advertising industry has given me a good understanding of brainstorming sessions, working through a concept and applying it to full campaigns.

_Responsive Web Design

Drawing on User Experience and User Interface design, to apply a working knowledge of responsive web practices across Desktop, Tablet and Mobile screens. Working closely with Developers to effectively cater for the major resolutions, browsers and operating systems.

_EDM / ECRM

Designing HTML email (direct marketing) for data capture or ecommerce newsletters. Working with ECRM and EDM platforms (MailChimp / Campaign Monitor), to produce templated or bespoke designs.

_Online Advertising

Concept, artwork and animation. Traditionally suites of Flash banners and back-up gifs, but now HTML5 banners are created using Adobe Animate CC or Google Web Designer.

_App Design

UX and UI design for iOS and Android apps. Whether a native app or produced in an HTML5 wrapper, the UX and UI principles are the same.

_Brand / Bespoke Campaigns

I have worked for myriad brands, across all sectors - creating bespoke digital campaigns.

_Social Media Content / Animation

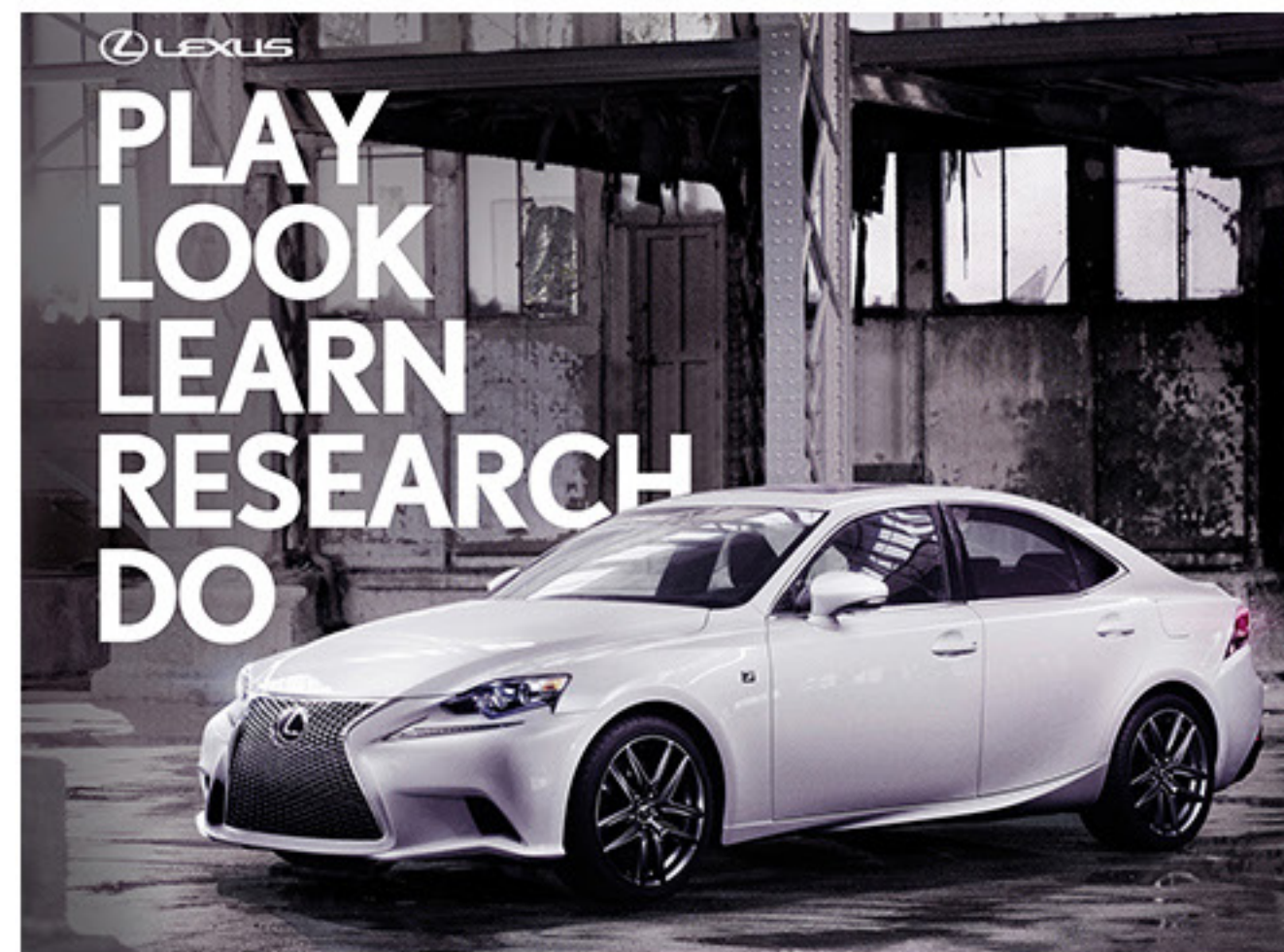
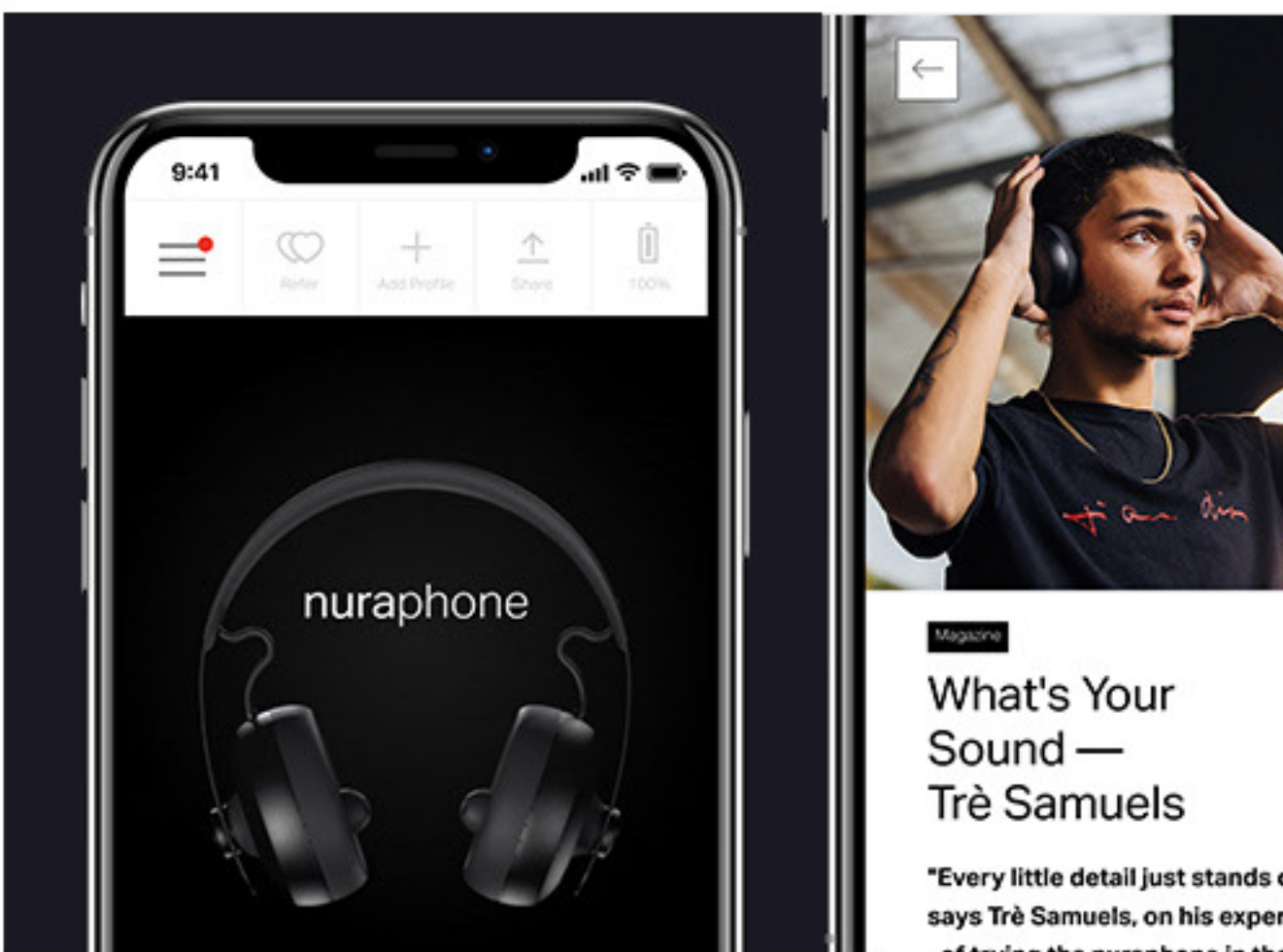
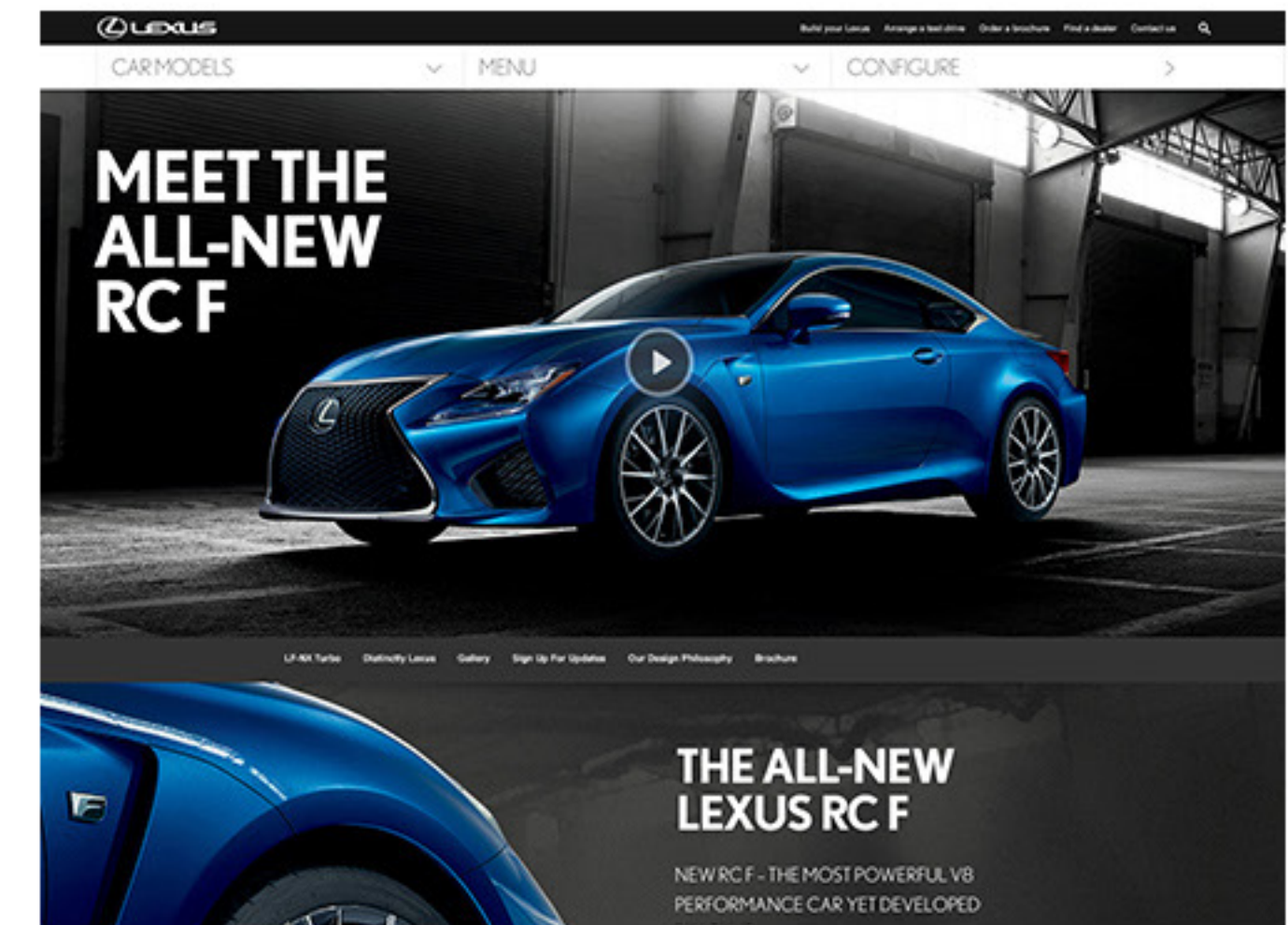
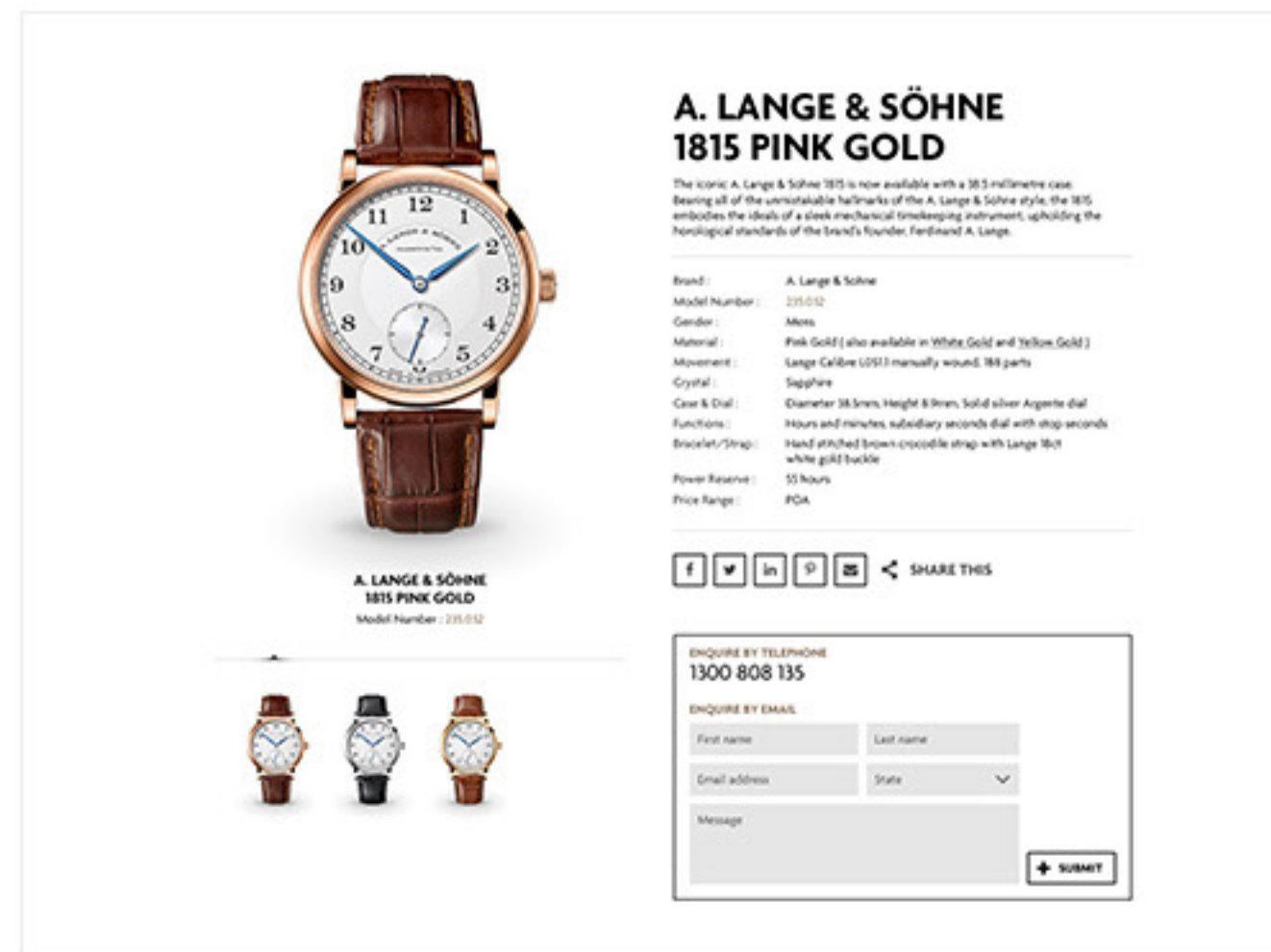
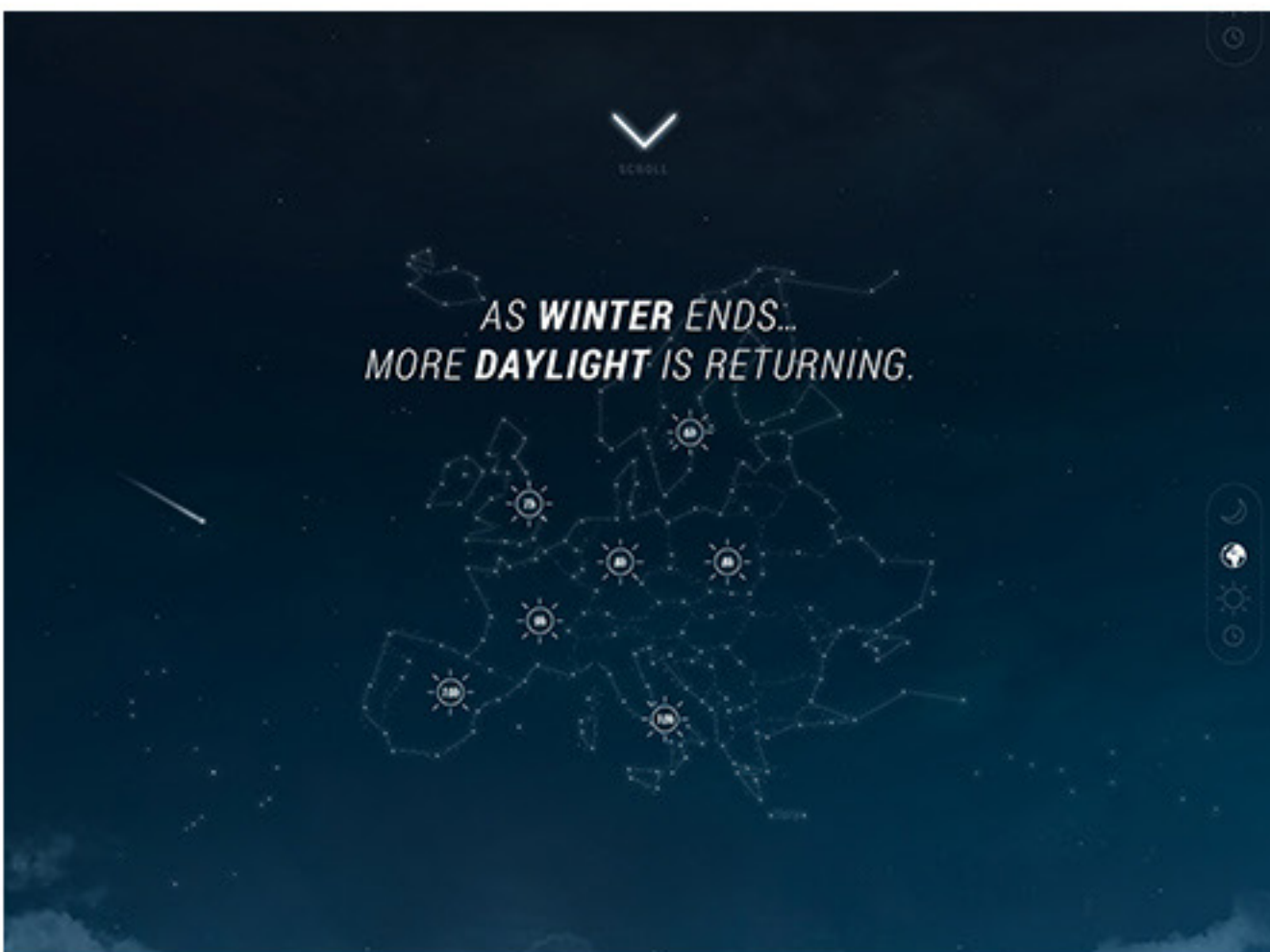
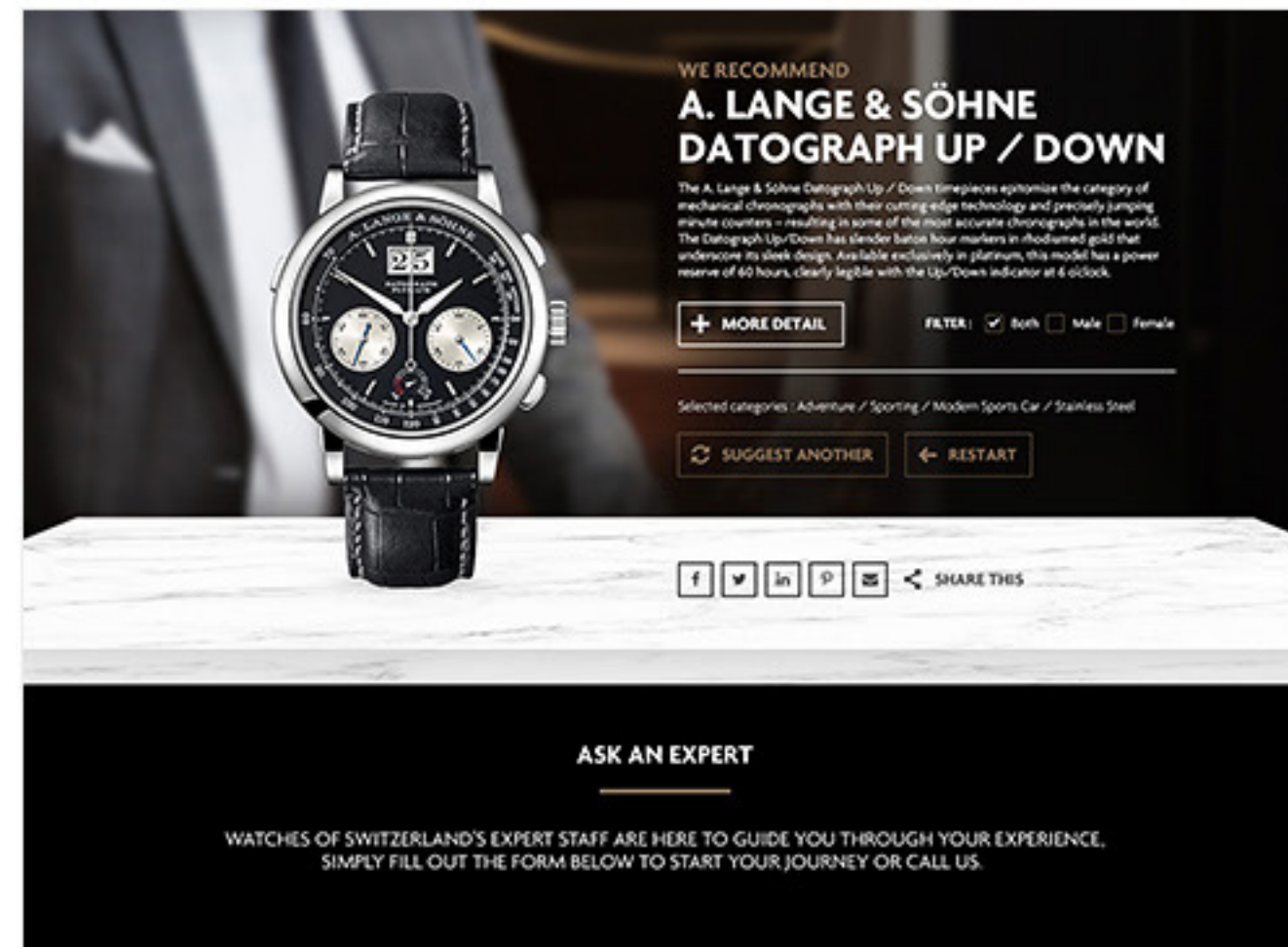
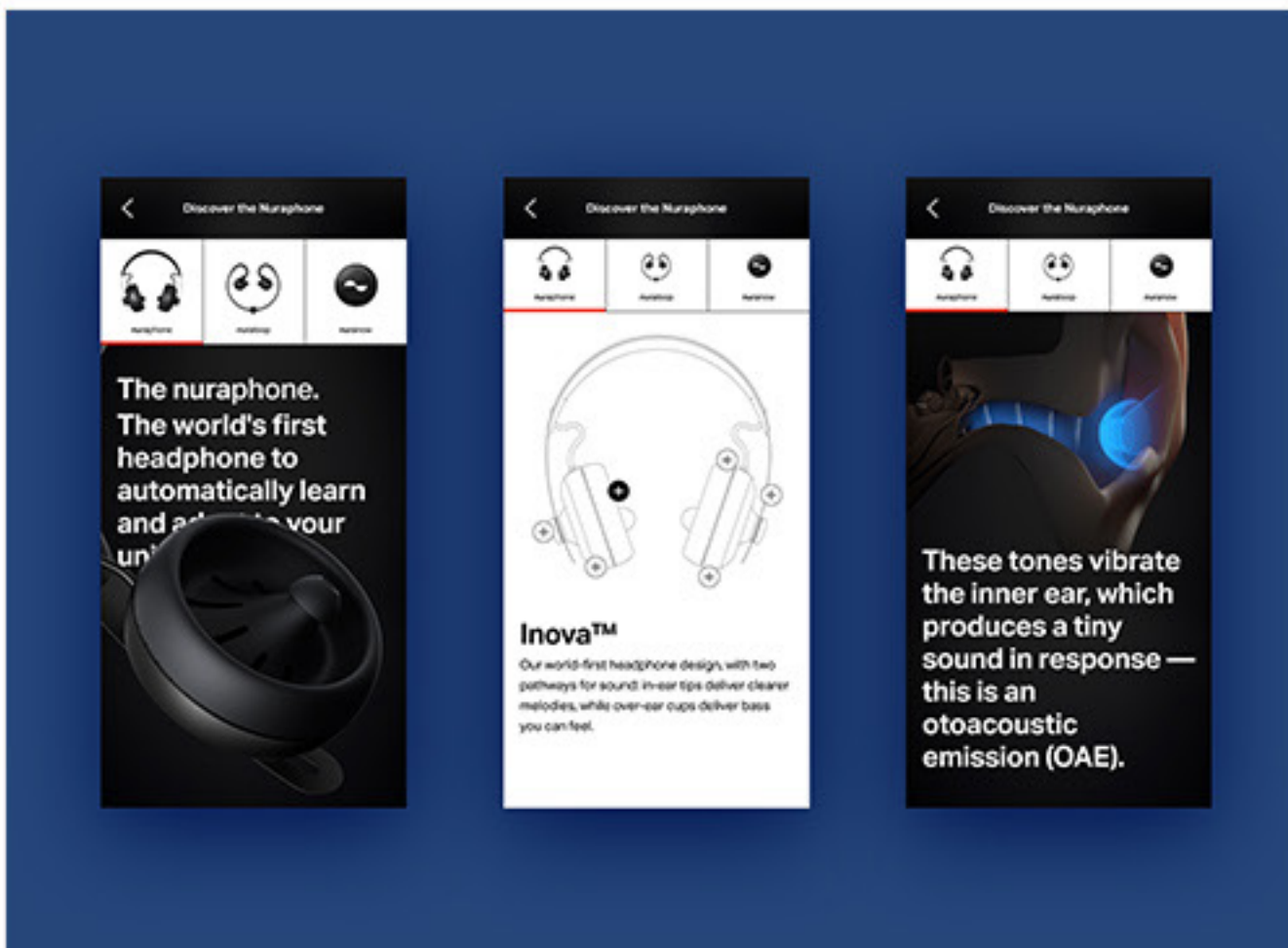
Social media assets are now a regular part of a campaign, whether it's simple imagery or a branded animation. I have concepted and designed Facebook apps and used Photoshop and Flash (Animate CC) to create animations.

_Ecommerce / Shop-in-shop

Re-brand existing Ecommerce solutions, audit and apply UX principles to 'checkout' flow, design of shop-in-shop templates for resellers.

_Content Management Systems

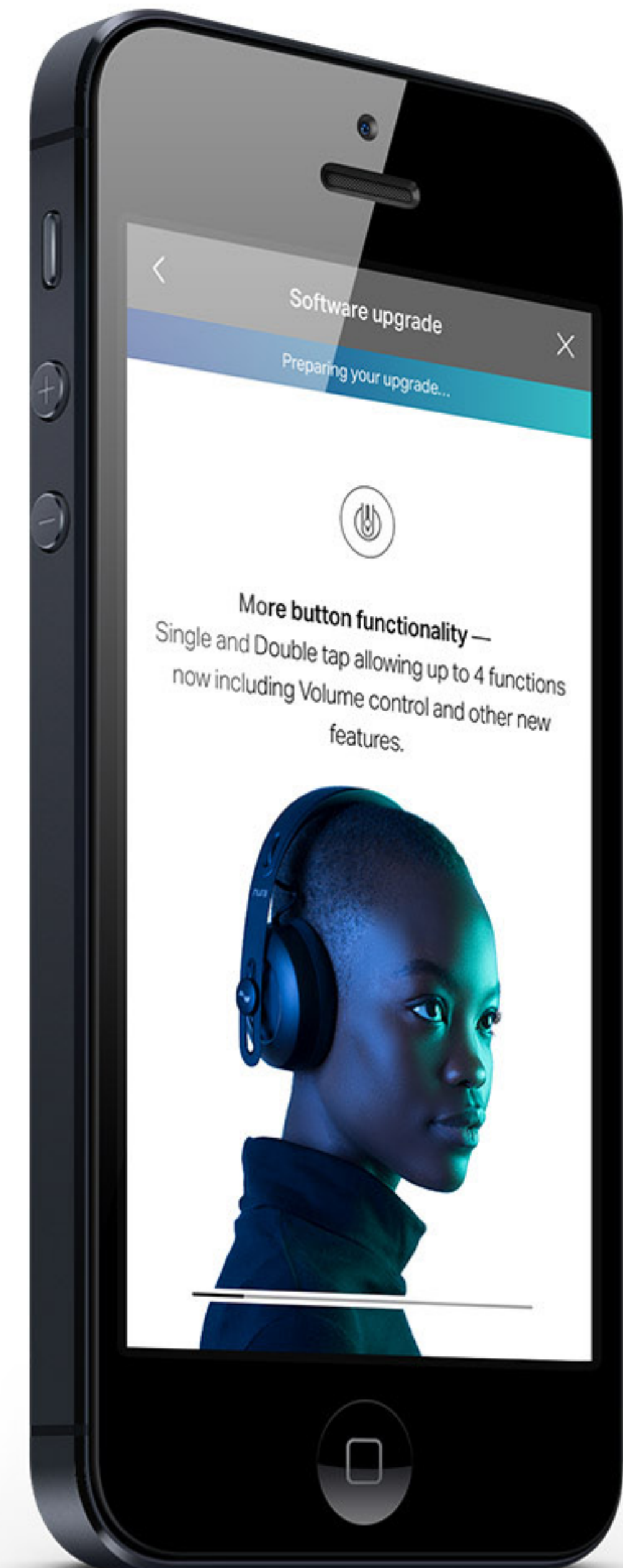
Design of responsive website with full CMS controls, creating a suite of modules to cross-sell throughout the site, including News headlines and article pages, Product lists and details. I have also provided CMS documentation of features, functionality and asset suites to train clients. Creating functional specifications documents with the Developers, to clearly state which areas are content managed and how the CMS should perform.

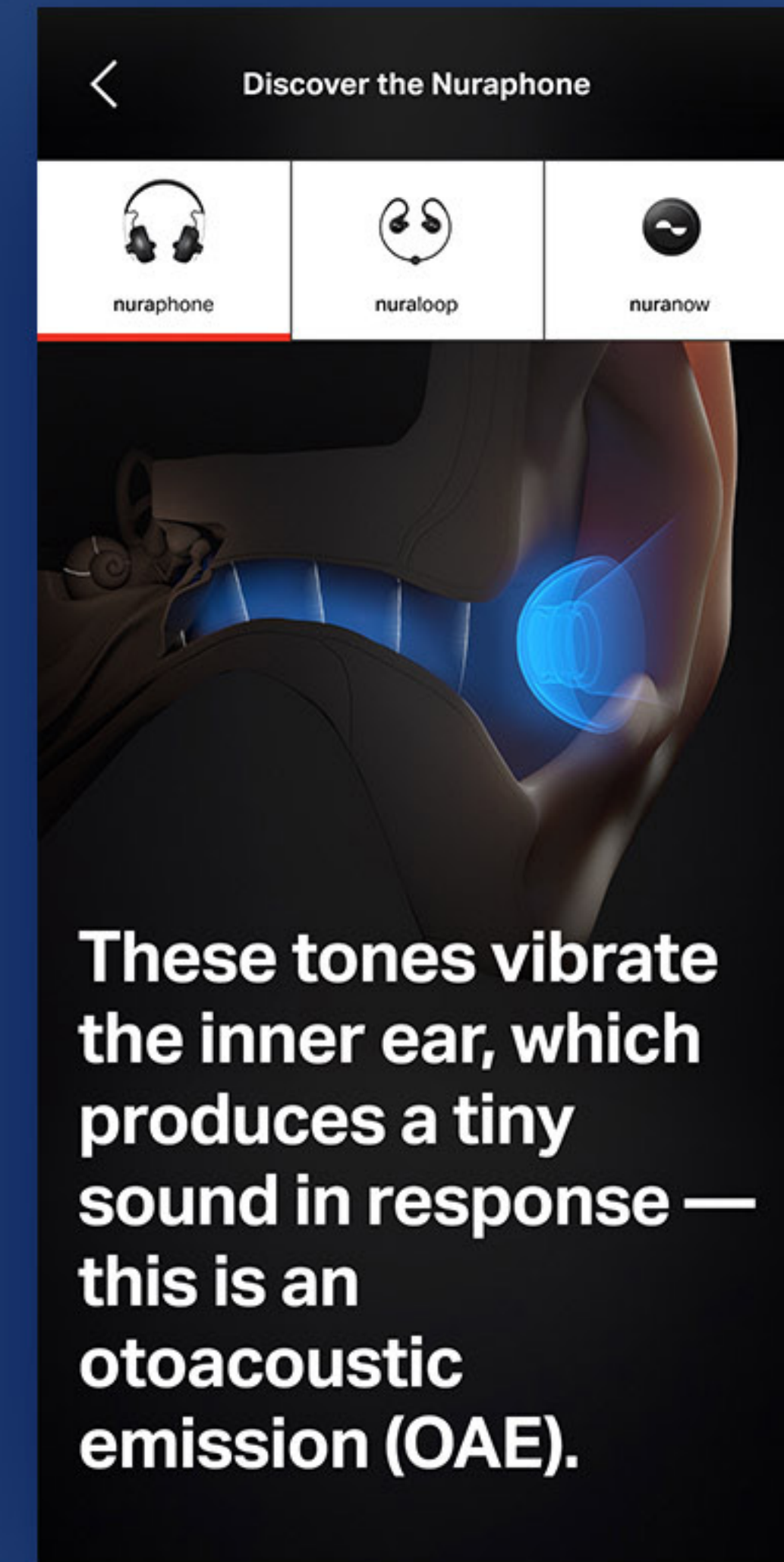
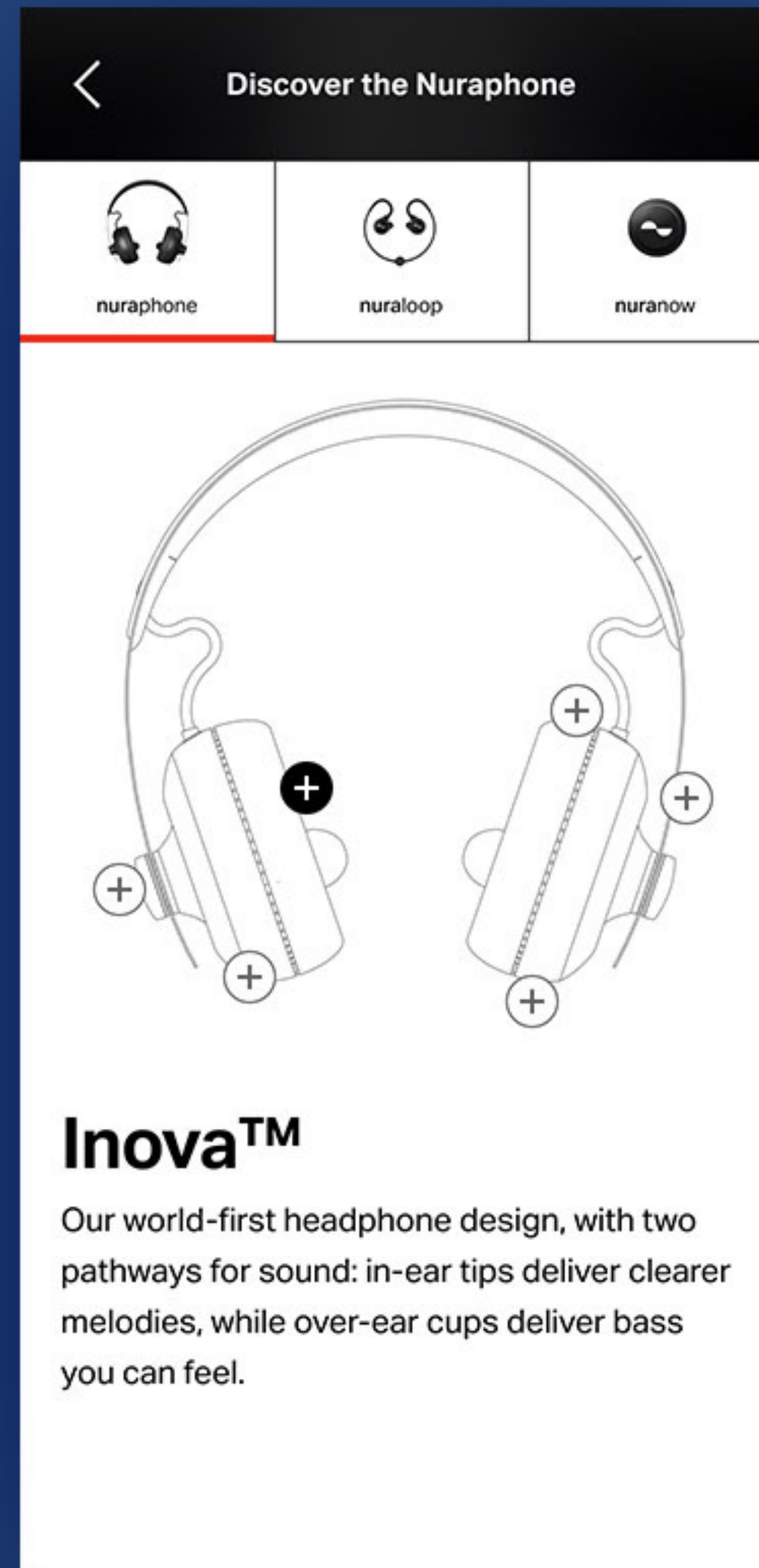
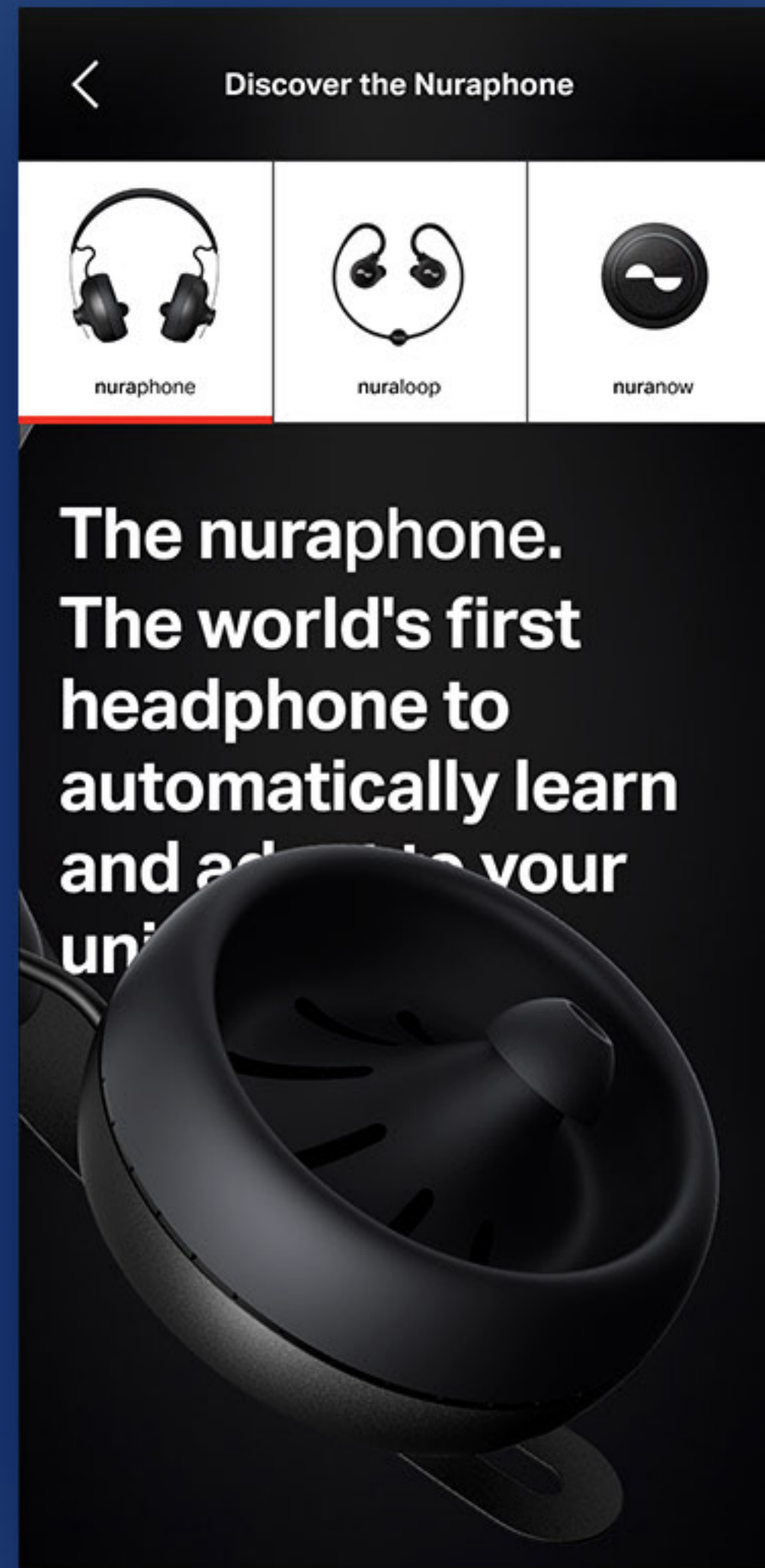


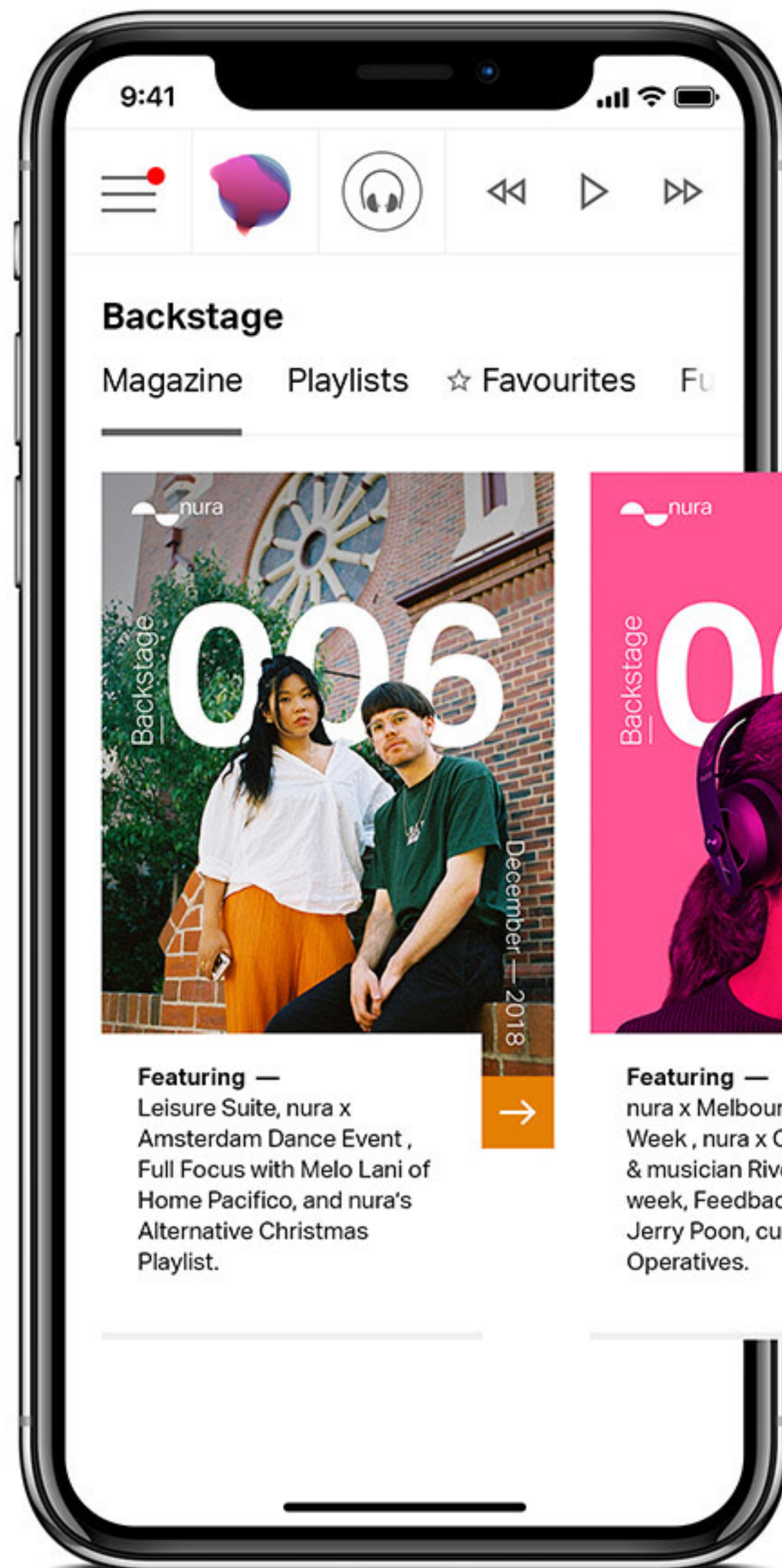
NURA

I joined Nura as a freelancer, to work on redesigning the App — the companion to the multi-award winning Nuraphone, that automatically learns and adapts to your unique hearing. With the successful launch of the App (2.0), a new Support Website, and UX work for the Firmware Update and Language Translations I was offered a fulltime position as UX & UI Designer.

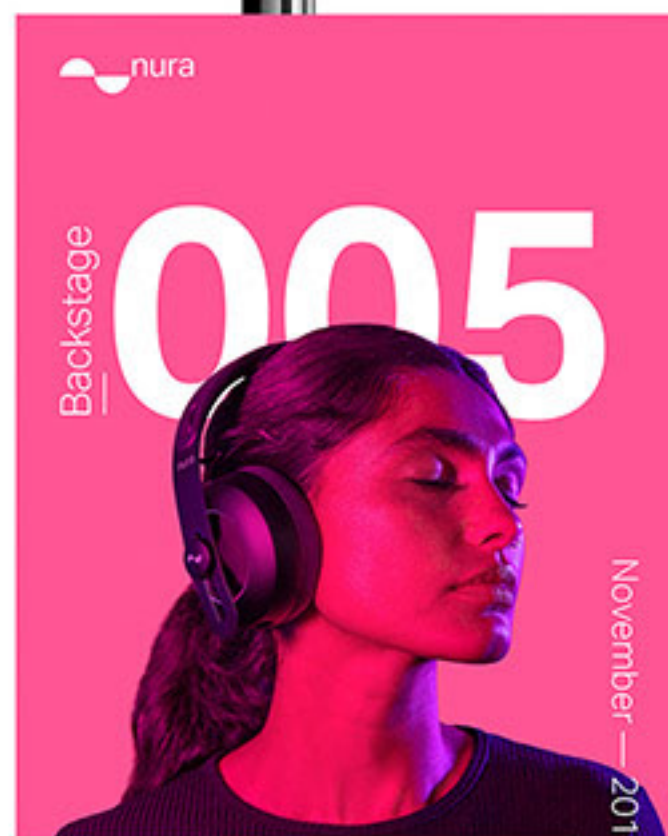
- _UX & UI Design
- _App Design
- _Responsive Web Design
- _EDM / ECRM
- _Social Media / Animation
- _Online Advertising
- _Outdoor Campaigns
- _Concept Design







Featuring —
Leisure Suite, nura x
Amsterdam Dance Event,
Full Focus with Melo Lani of
Home Pacifico, and nura's
Alternative Christmas
Playlist.



Featuring —
nura x Melbourne Music
Week, nura x Creators — DJ
& musician River Yarra, ARIA
week, Feedback Loop with
Jerry Poon, curator of The
Operatives.



Featuring —
What's Your Sound with Trè
Samuels, SoundStudio™
Launch, National Album Day,
and nura's Slasher
Soundtracks Playlist.



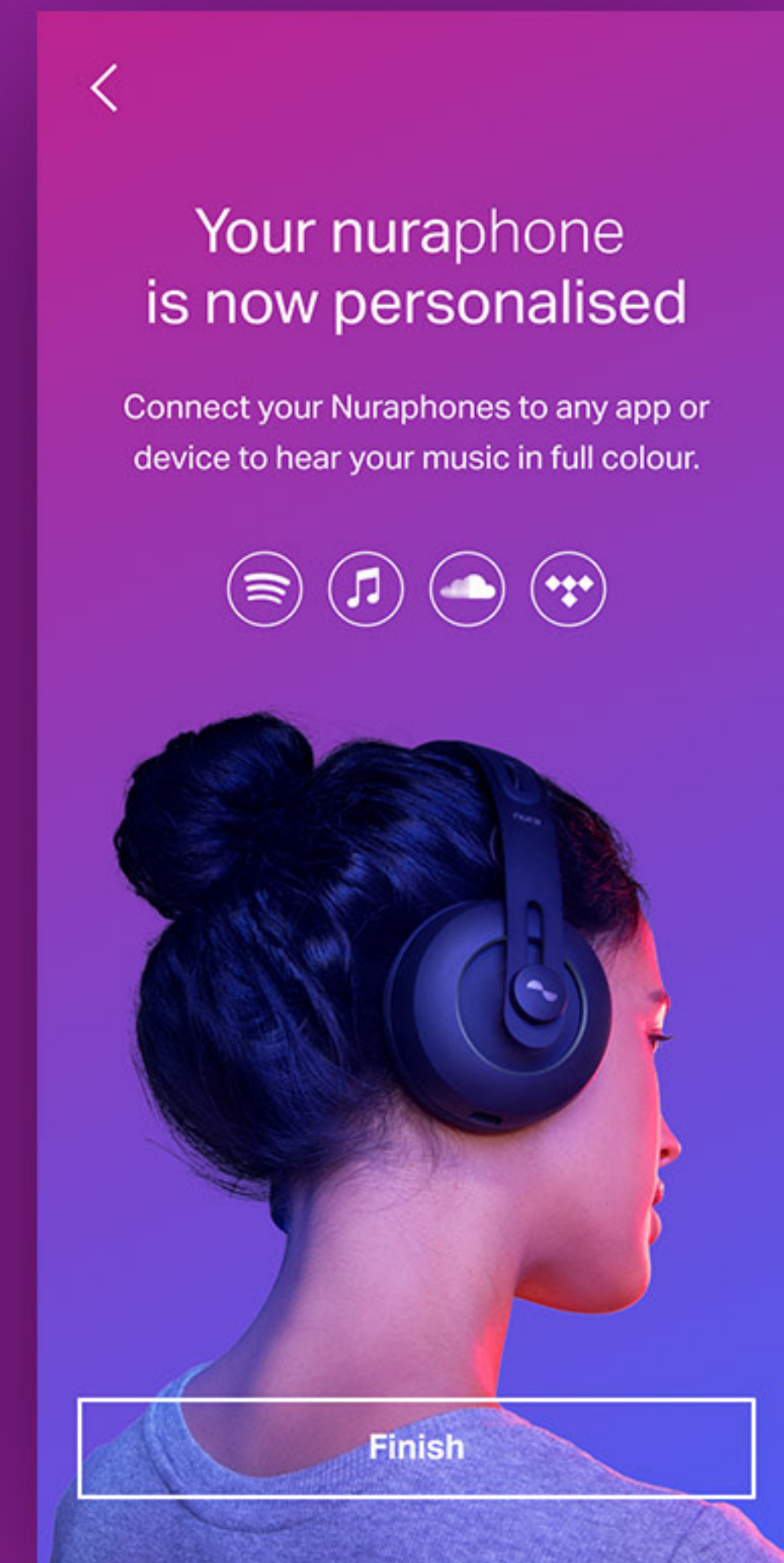
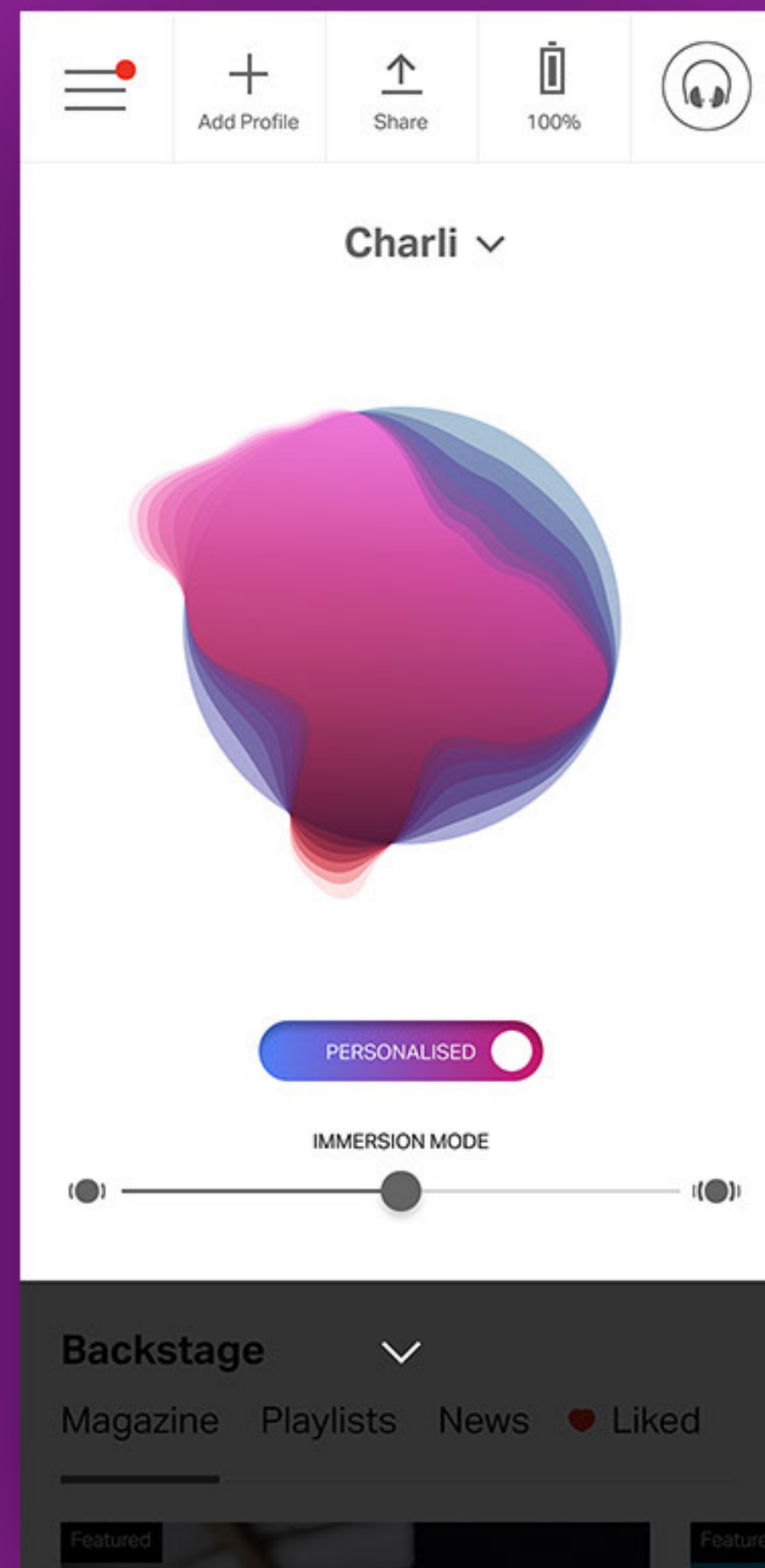
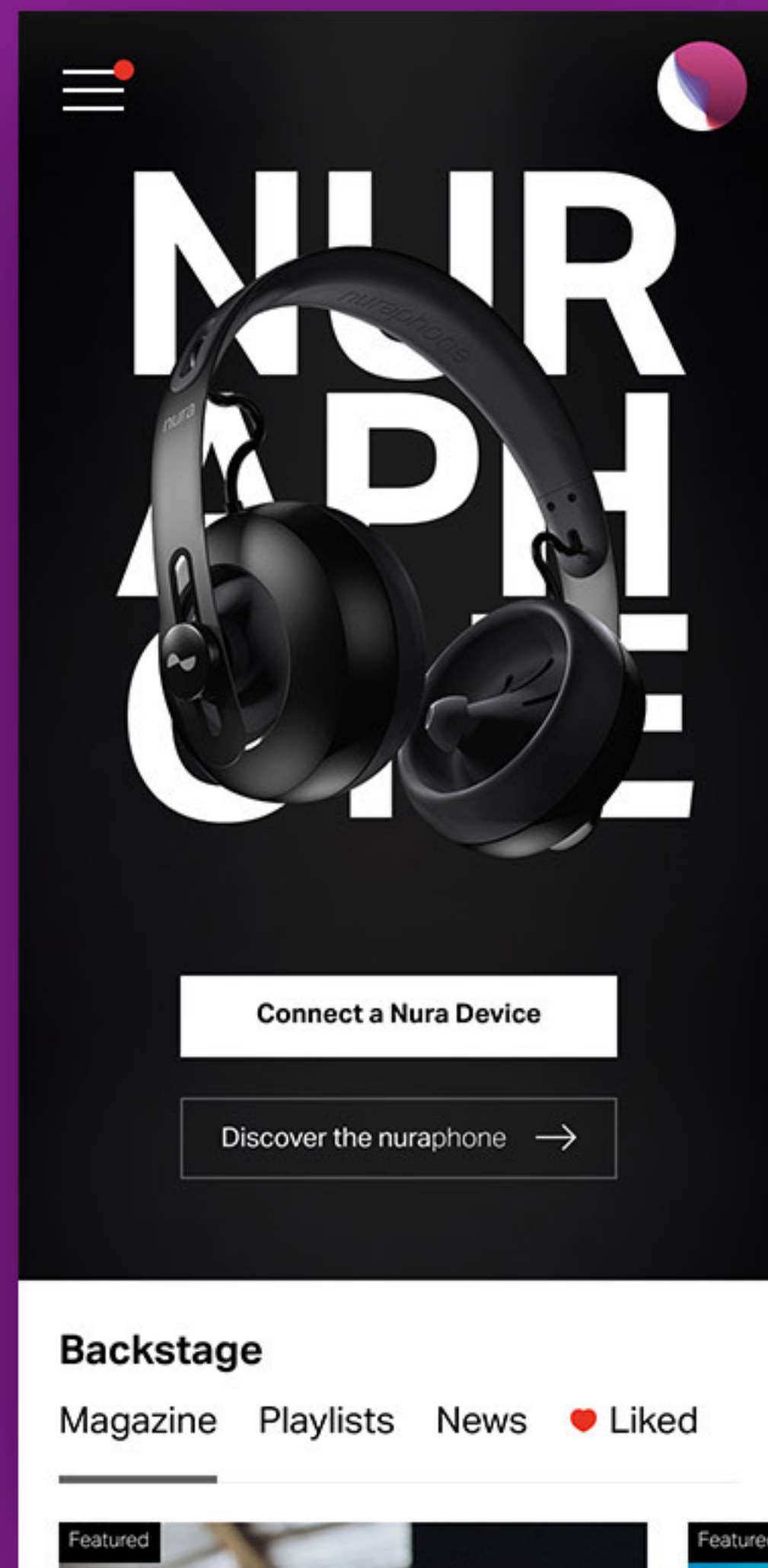
Featuring —
In Conversation with
Daedelus, What's Your
Sound with Thando, nura x
Creators with Zoë Croggon,
and nura's Movie
Soundtracks Playlist.

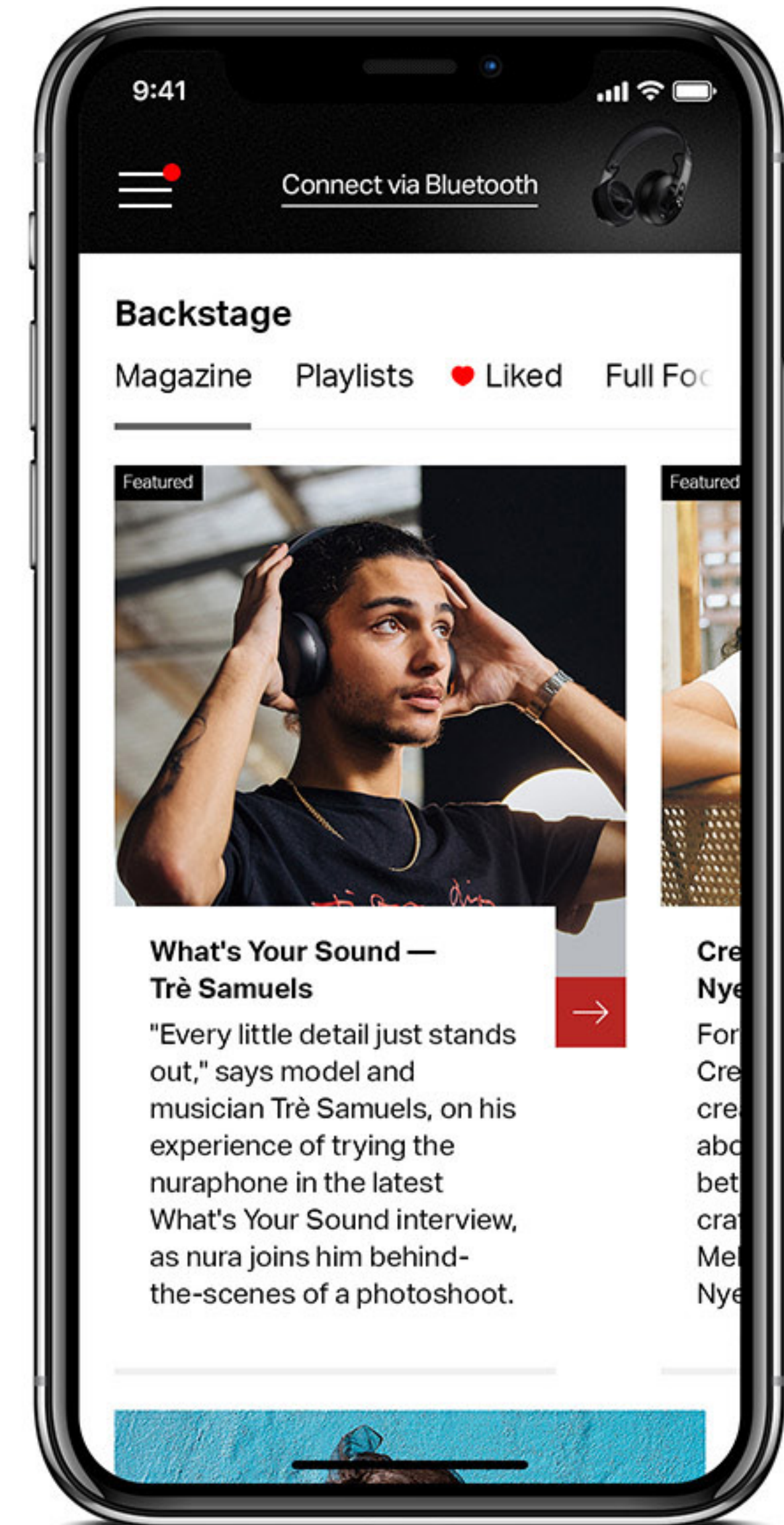
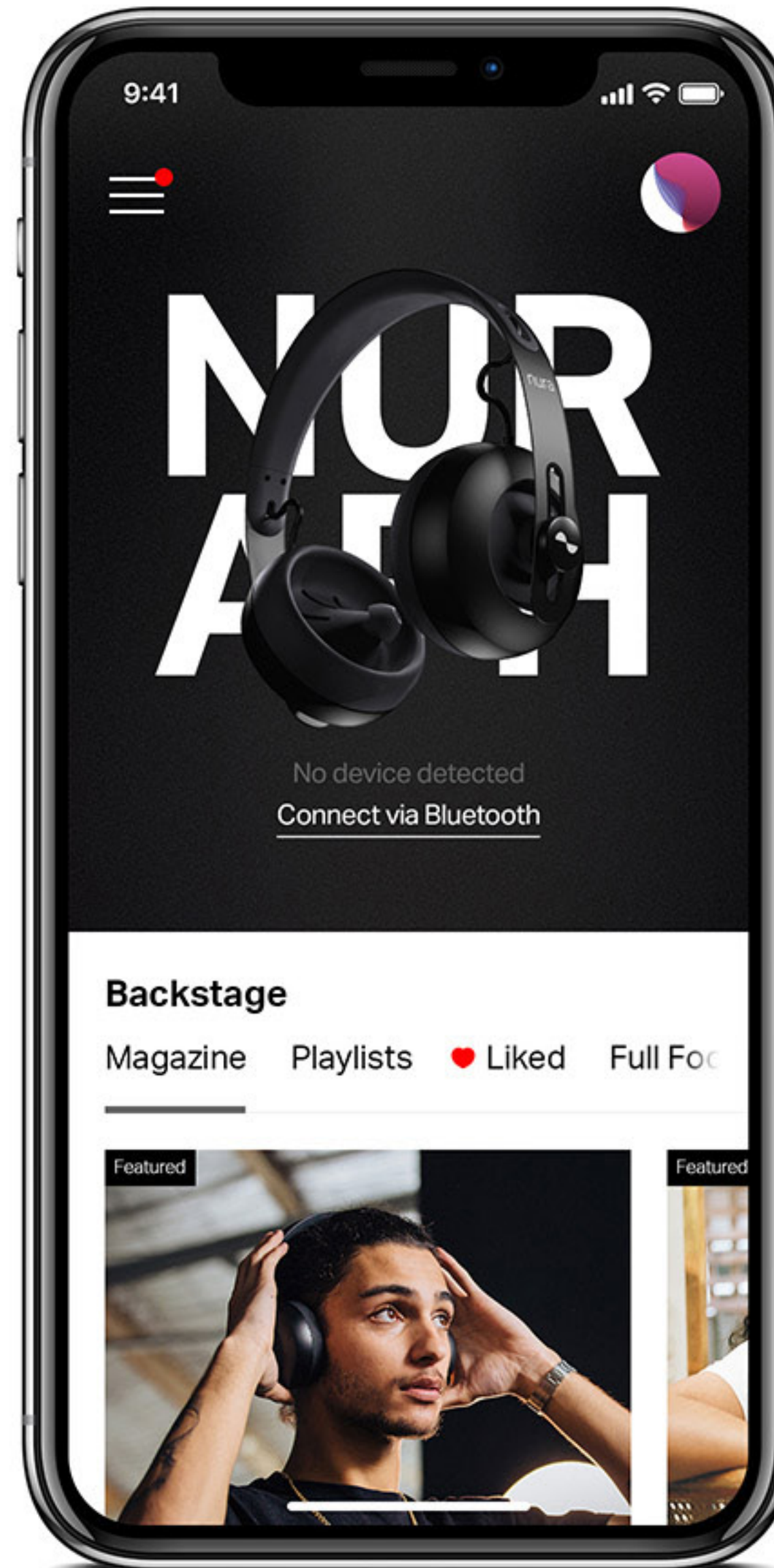


Featuring —
nura x Creators with James
J. Robinson + KLLLO and
George Downing, Feedback
Loop with Niki Randa, and
nura's Melodic Symphonic
Playlist.



Featuring —
Backstage Launch,
Feedback Loop with
Letherette, What's Y
Sound with SHOUSE
International Synth I
nura's Nocturnes Pl





NURA

After the launch of the new App and /G2 (Firmware update), I proposed a 'Quick Wins' list outlining the simple changes we could implement in order to improve the user experience. The first steps were to redesign some of the pages of existing site; Product Page, NuraNow, Try/Buy, Support, Homepage — whilst keeping in mind the longer term full site overhaul that I had in mind.

I created a 5D's Digital Guidelines document, and started the Discovery phase with a full content audit, UX research for new site; including ideas generation and competitor research, presented my ideas internally to get to the Definition phase and wireframes.

_UX & UI Design
_Responsive Web Design
_Concept Design



Music in full colour

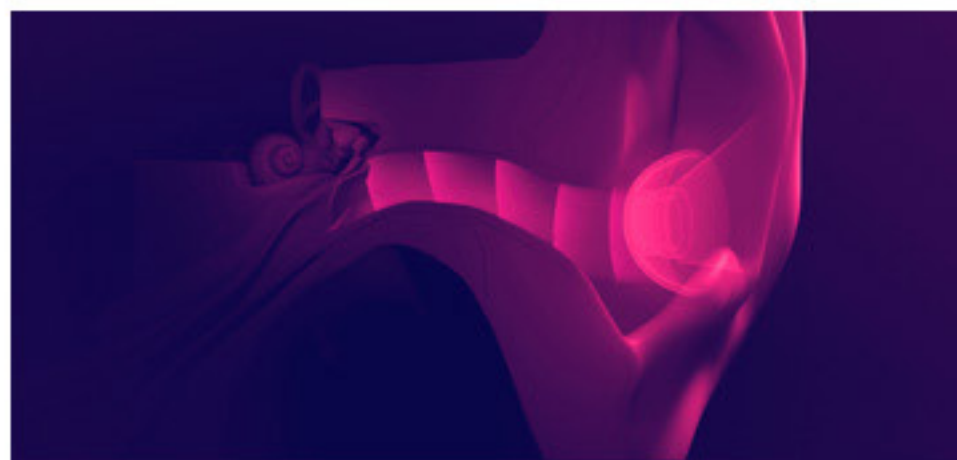
nuraphone

The world's only headphone that automatically learns and adapts to your unique hearing.

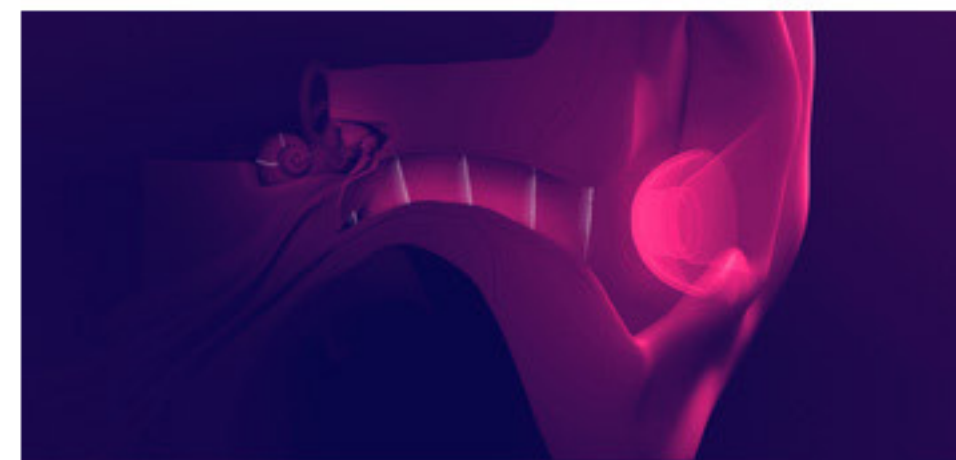
Buy Nuraphone



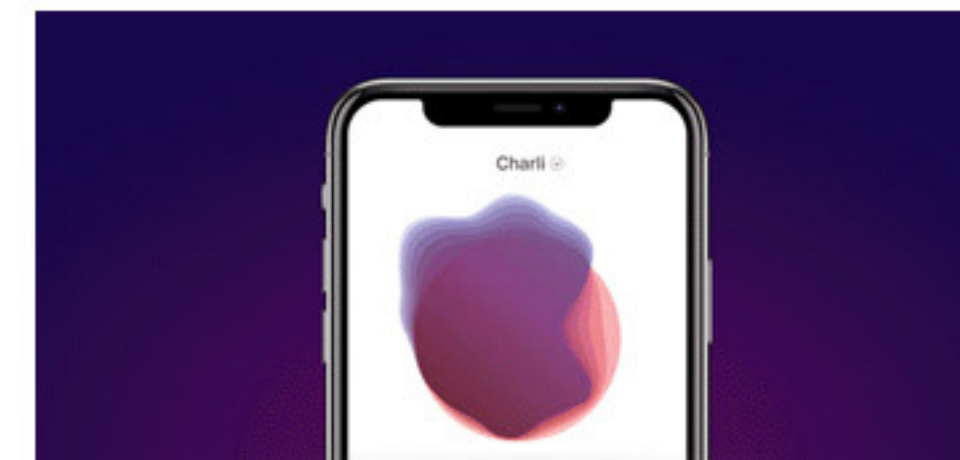
Personalised sound.



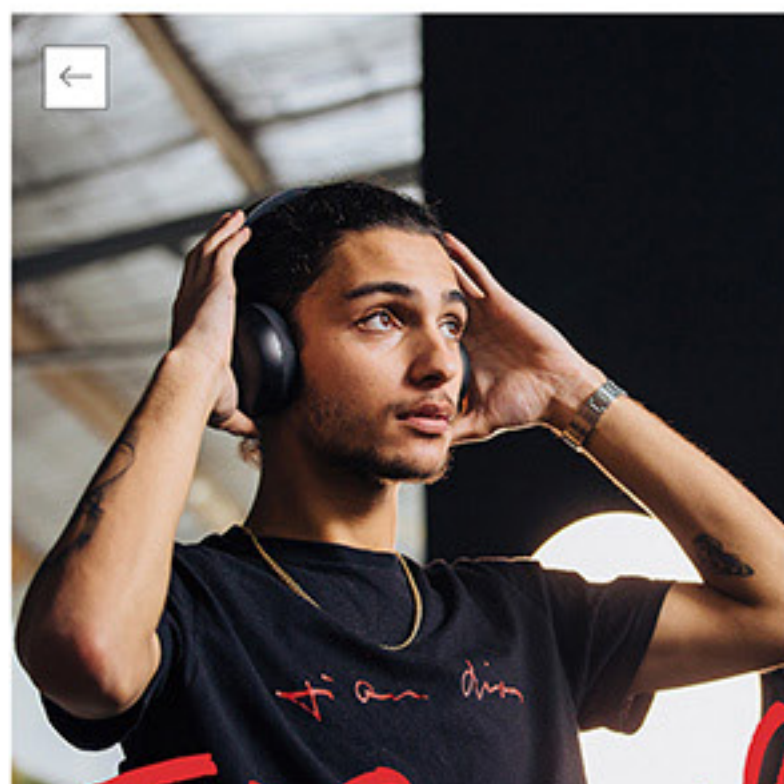
The Nuraphone plays a range of tones into the ear.



These tones vibrate the inner ear, which produces a tiny sound in response — this is an otoacoustic emission (OAE).



The Nuraphone measures the OAEs and the Nura App uses this information to learn how you hear.



Tre Samuels

Magazine

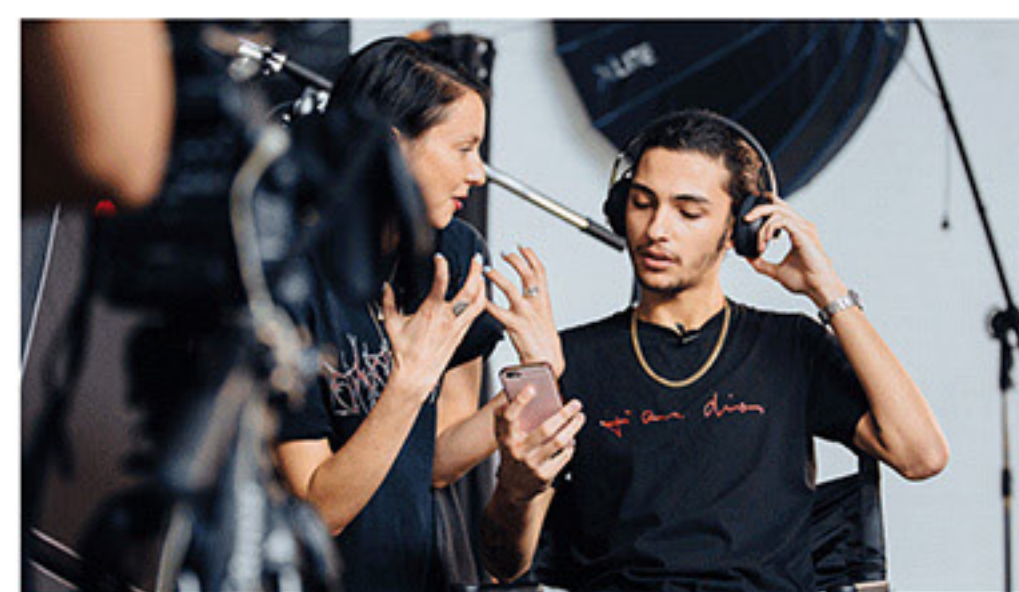
What's Your Sound — Trè Samuels



Name: Trè Samuels.
Born: Melbourne 1999.
Lives: Melbourne.
Can't leave the house without: Access to my music.

"Every little detail just stands out," says Trè Samuels, on his experience of trying the Nuraphone in the latest What's Your Sound interview, as Nura joins him behind-the-scenes of a photoshoot.

A small insight into the whirlwind life of a model and musician, writing songs on long-haul flights and getting into the mood to be shot by some of the world's best photographers by turning Usher to full volume, as well as listening to nostalgic family favourites as he finds himself across the globe.



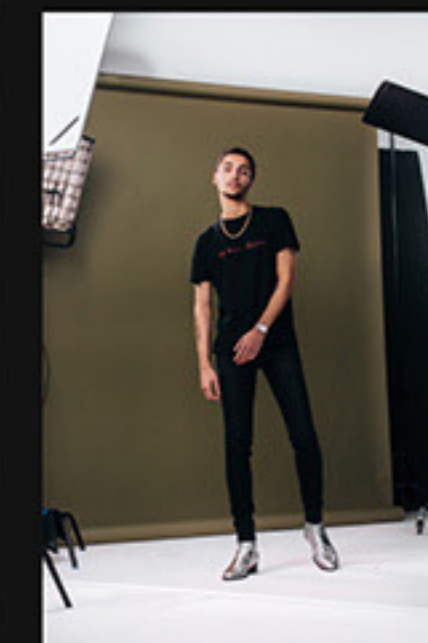
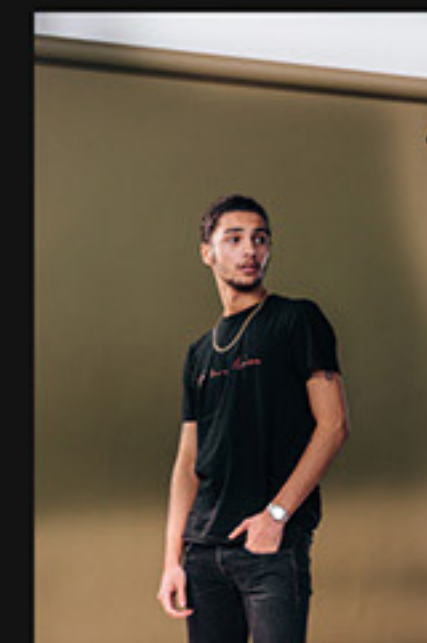
Watch the video



"Every little detail just stands out,"

— Tre Samuels

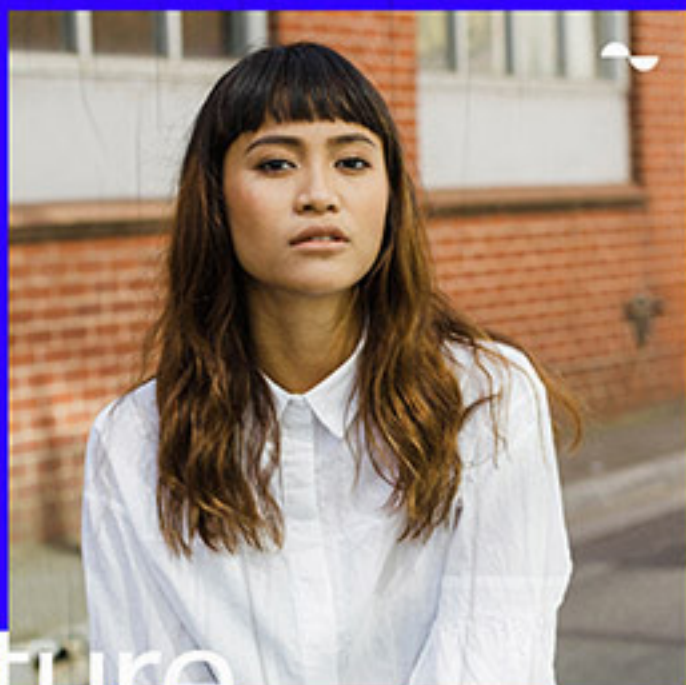
His flair for song-writing stems from a musical upbringing with his parents spinning artists such as D'Angelo, Michael Jackson and Charlie Wilson throughout his childhood.



These eclectic influences can be heard through his melodic songwriting in which

Nura Selects

Future
Youth.



Nura Selects

Music from
Planet Earth.



Nura Selects

New York,
New York.



WATCHES OF SWITZERLAND

I was asked by efront to redesign the News section of the Watches of Switzerland website. My recommendation was to overhaul the entire site and make more use of the incredible, high quality assets and imagery, and create a site that suited the luxury watch market - showcasing the products and craftsmanship of the watchmakers.

I audited the site, put together a list of my recommendations and pitched the newly designed news section as the basis for the site redesign. The client was so pleased, they commissioned the redesign almost on the spot.

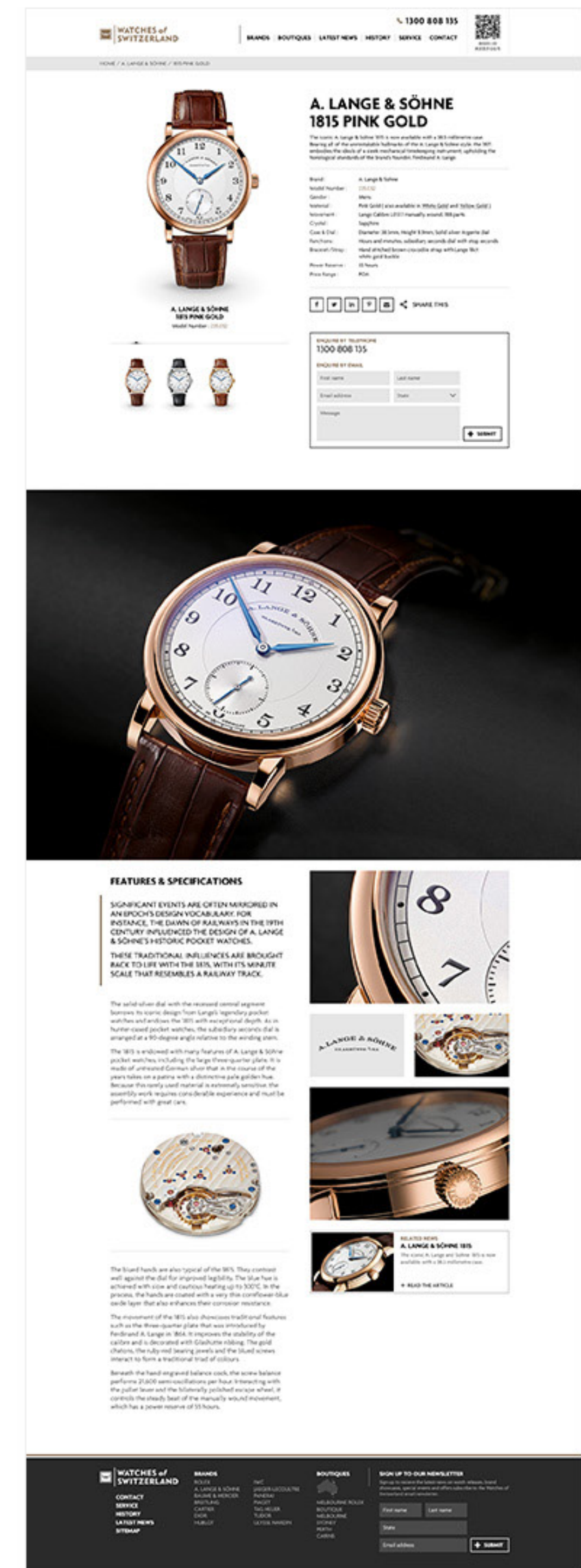
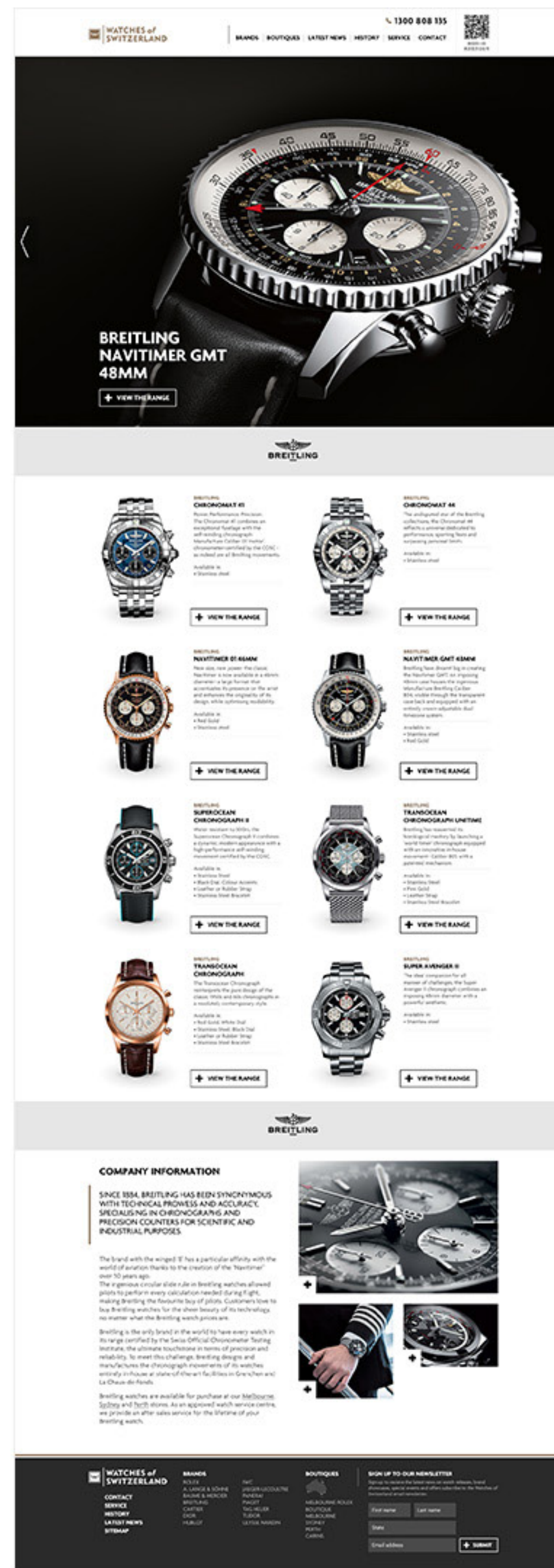
_Responsive Web Design

_EDM / ECRM

_Online Advertising

_Brand / Bespoke Campaigns

_Concept Design





WATCHES of
SWITZERLAND

☎ 1300 808 135

BRANDS

BOUTIQUES

LATEST NEWS

HISTORY

SERVICE

CONTACT



微信扫一扫
关注官方公众号

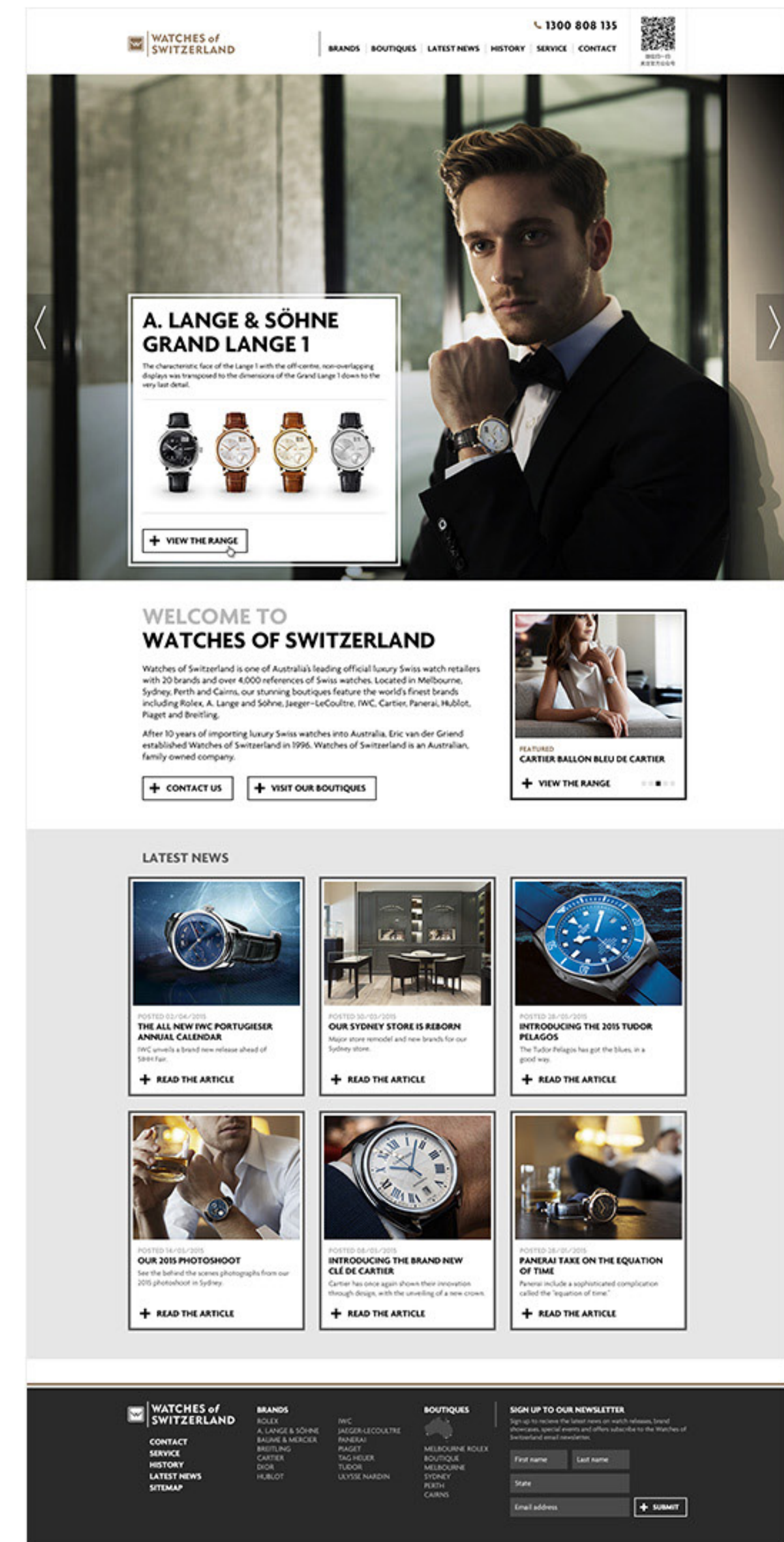
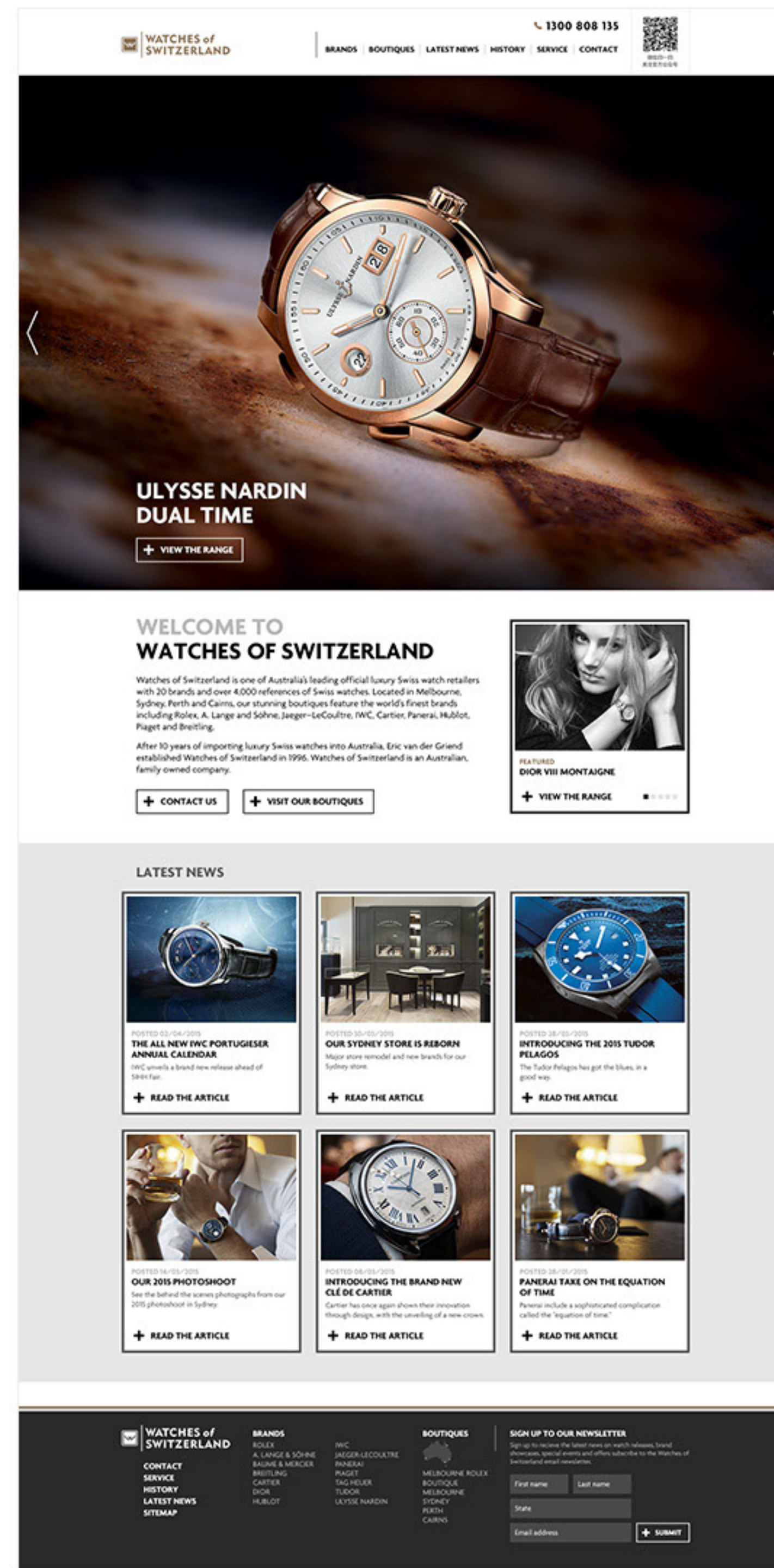


ROLEX
NEW MODELS

+ VIEW THE COLLECTION

WATCHES OF SWITZERLAND

The website was designed to have a more 'editorial' style of serving content, integrating news articles, related brands, history and highlighting the craftsmanship behind the products.





 AVENGER HURRICANE 12H

AVENGER HURRICANE 12H

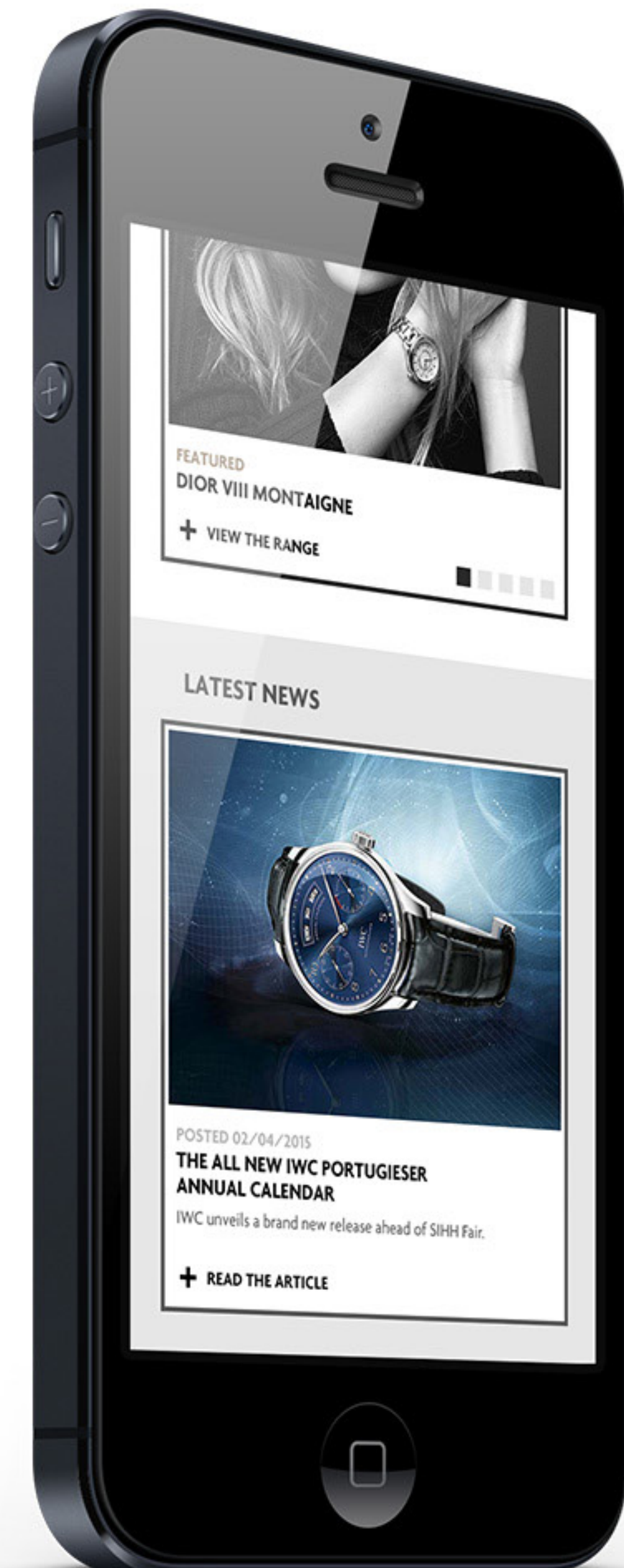
On this new version of the superlative-charged chronograph, Breitling has retained the XXL 50mm case in Breitlight® – an exclusive high-tech material 3.3 times lighter than titanium and 5.8 times lighter than steel, yet significantly harder. The volcano black 12-hour dial features unique orange aviation numerals exclusive to this limited series.



WATCHES OF SWITZERLAND


The site was designed to be responsive across desktop, tablet and mobile - whilst still being content managed by the client.

Using a robust grid system meant that the assets could be used across all platforms, with the ability to upload resized or re-cropped images as necessary.



WATCHES OF SWITZERLAND

Users can send enquiries regarding specific watches, using the form on each 'Product Detail' page. Once submitted, both the user and Watches of Switzerland receive an HTML email, detailing the watch and customer enquiry, so that the boutique can easily follow up the enquiry by email, phone or in person.



**A. LANGE & SÖHNE
1815 PINK GOLD**
Model Number : 235.032


Brand : A. Lange & Söhne
Model Number : 235.032
Gender : Mens
Material : Pink Gold (also available in White Gold and Yellow Gold)
Movement : Lange Calibre L0511 manually wound, 188 parts
Crystal : Sapphire
Case & Dial : Diameter 38.5mm, Height 8.9mm, Solid silver Argente dial
Functions : Hours and minutes, subsidiary seconds dial with stop seconds
Bracelet/Strap : Hand stitched brown crocodile strap with Lange 18ct white gold buckle
Power Reserve : 55 hours
Price Range : POA


SHARE THIS

ENQUIRE BY TELEPHONE
1300 808 135

ENQUIRE BY EMAIL

First name Last name
Email address State
Message
SUBMIT








FEATURES & SPECIFICATIONS


SIGNIFICANT EVENTS ARE OFTEN MIRRORRED IN AN EPOCH'S DESIGN VOCABULARY. FOR INSTANCE, THE DAWN OF RAILWAYS IN THE 19TH CENTURY INFLUENCED THE DESIGN OF A. LANGE & SÖHNE'S HISTORIC POCKET WATCHES. THESE TRADITIONAL INFLUENCES ARE BROUGHT BACK TO LIFE WITH THE 1815, WITH ITS MINUTE SCALE THAT RESEMBLES A RAILWAY TRACK.

The solid-silver dial with the recessed central segment borrows its iconic design from Lange's legendary pocket watches and endows the 1815 with exceptional depth. As in hunter-cased pocket watches, the subsidiary seconds dial is arranged at a 90-degree angle relative to the winding stem.

The 1815 is endowed with many features of A. Lange & Söhne pocket watches, including the large three-quarter plate. It is made of untreated German silver that in the course of the years takes on a patina with a distinctive pale golden hue. Because this rarely used material is extremely sensitive, the assembly work requires considerable experience and must be performed with great care.







**A. LANGE & SÖHNE
1815 PINK GOLD**

The iconic A. Lange & Söhne 1815 is now available with a 38.5 millimetre case. Bearing all of the unmistakable hallmarks of the A. Lange & Söhne style, the 1815 embodies the ideals of a sleek mechanical timekeeping instrument, upholding the horological standards of the brand's founder, Ferdinand A. Lange.

Brand : A. Lange & Söhne
Model Number : 235.032
Gender : Mens
Material : Pink Gold (also available in White Gold and Yellow Gold)
Movement : Lange Calibre L0511 manually wound, 188 parts
Crystal : Sapphire
Case & Dial : Diameter 38.5mm, Height 8.9mm, Solid silver Argente dial
Functions : Hours and minutes, subsidiary seconds dial with stop seconds
Bracelet/Strap : Hand stitched brown crocodile strap with Lange 18ct white gold buckle
Power Reserve : 55 hours
Price Range : POA

[+ VIEW THE RANGE](#) OR CALL 1300 808 135

WATCHES of SWITZERLAND

CONTACT
SERVICE
HISTORY
LATEST NEWS


BRANDS
A. LANGE & SÖHNE
ROLEX
CARTIER
IWC
JAEGER LECOULTRE
PANERAI
PIAGET

ULYSSE NARDIN
DIOR
TUDOR
HUBLOT
BAUME & MERCIER
BREITLING
TAG HEUER

THANK YOU FOR YOUR ENQUIRY, WE WILL CONTACT YOU AS SOON AS POSSIBLE

DETAILS

Neil	Richards
hello@websitesarelovely.com	Victoria





**A. LANGE & SÖHNE
1815 PINK GOLD**
Model Number : 235.032



A. LANGE & SÖHNE 1815 PINK GOLD

The iconic A. Lange & Söhne 1815 is now available with a 38.5 millimetre case. Bearing all of the unmistakable hallmarks of the A. Lange & Söhne style, the 1815 embodies the ideals of a sleek mechanical timekeeping instrument, upholding the horological standards of the brand's founder, Ferdinand A. Lange.

Brand :	A. Lange & Söhne
Model Number :	235.032
Gender :	Mens
Material :	Pink Gold (also available in White Gold and Yellow Gold)
Movement :	Lange Calibre L051.1 manually wound, 188 parts
Crystal :	Sapphire
Case & Dial :	Diameter 38.5mm, Height 8.9mm, Solid silver Argente dial
Functions :	Hours and minutes, subsidiary seconds dial with stop seconds
Bracelet/Strap :	Hand stitched brown crocodile strap with Lange 18ct white gold buckle
Power Reserve :	55 hours
Price Range :	POA



ENQUIRE BY TELEPHONE
1300 808 135

ENQUIRE BY EMAIL

First name

Last name

Email address

State

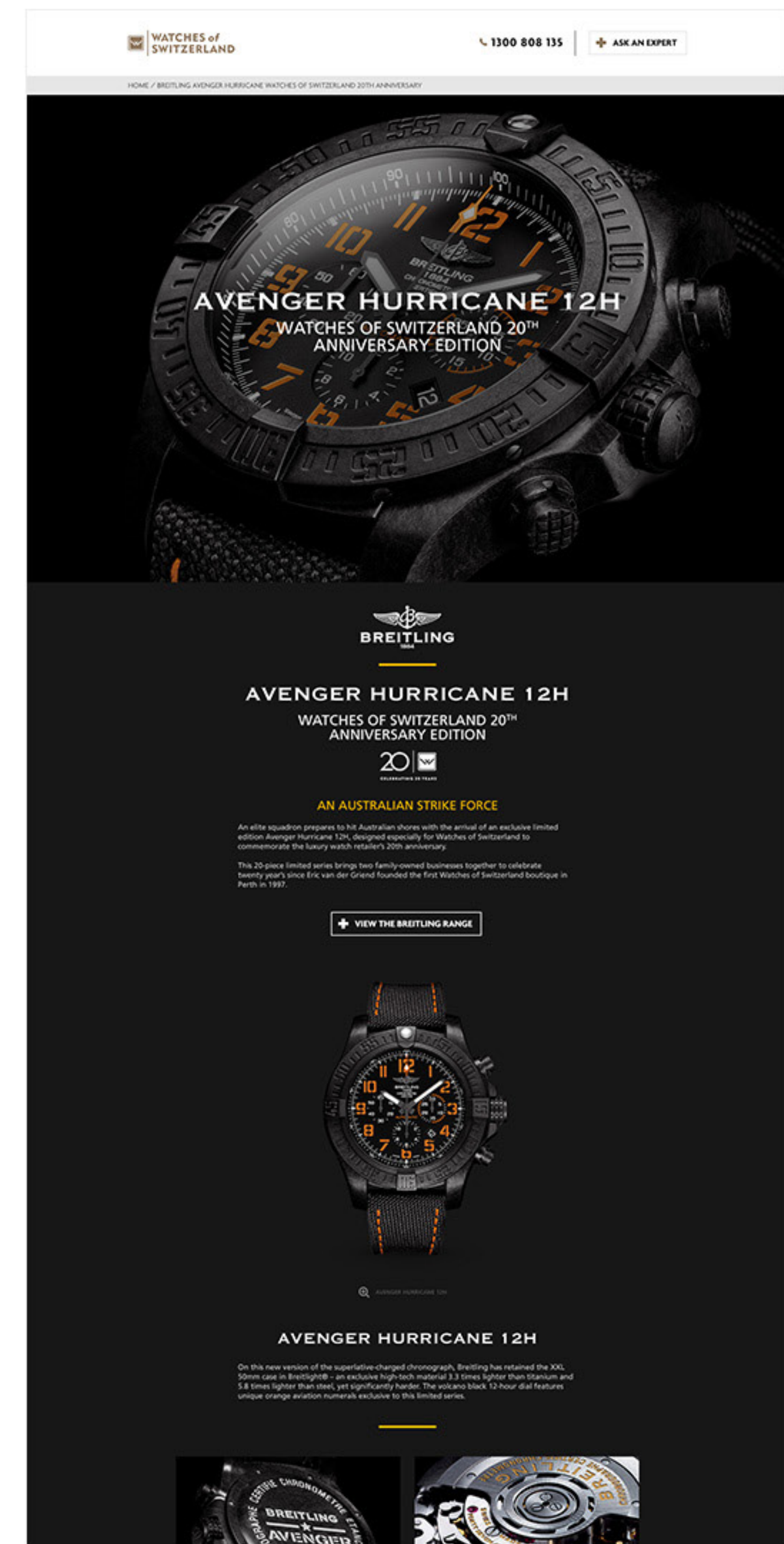
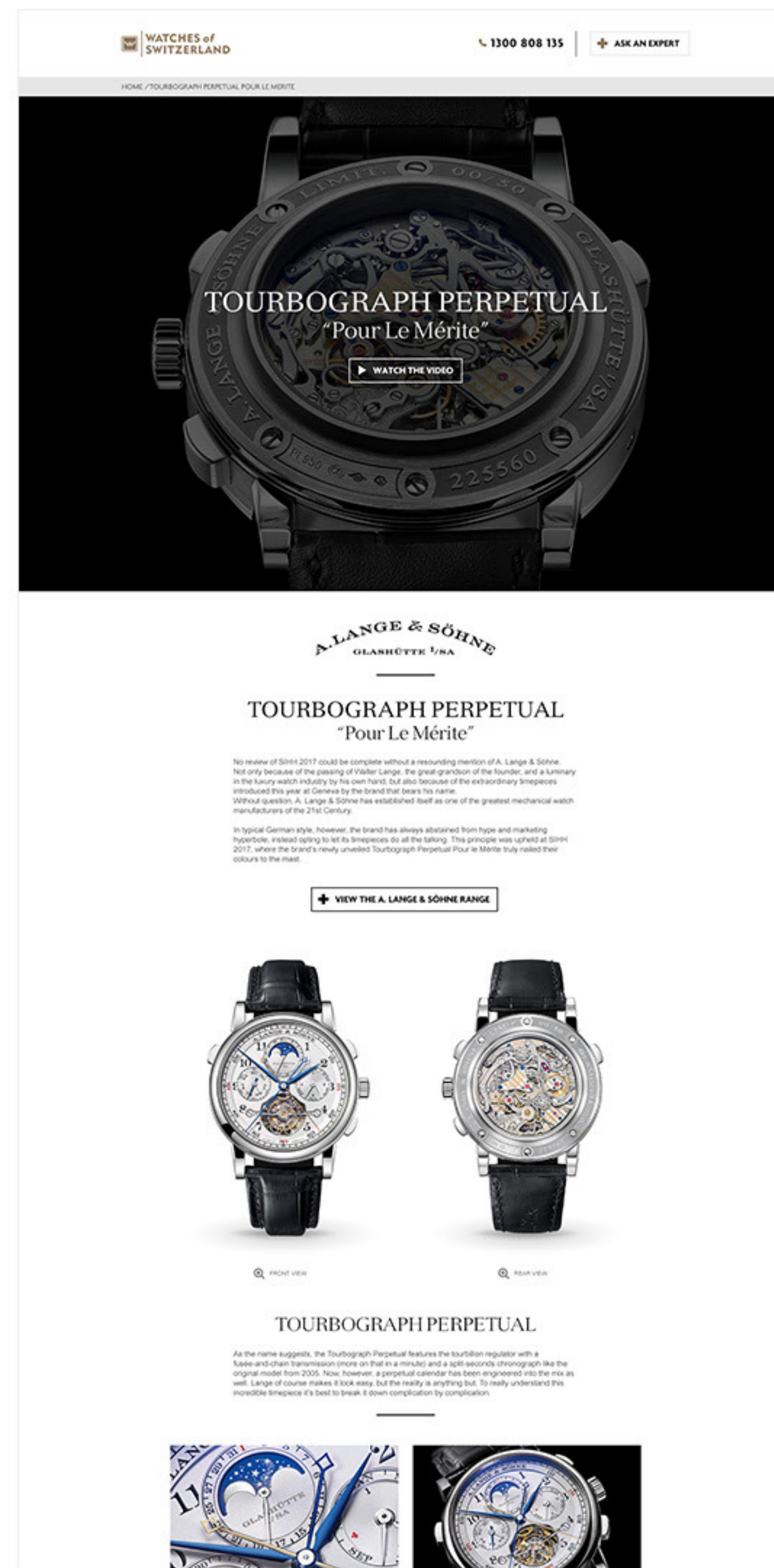
Message

+ SUBMIT

WATCHES OF SWITZERLAND

When a new product is launched, a bespoke EDM is sent out, leading to a unique URL Landing Page, giving an overview of the product, with a tracked enquiry form to capture the data of potential purchasers.

I created a series of Brand specific landing pages, using logos, colour palettes and fonts - so that Watches of Switzerland could manage the campaigns in the CMS.





 MODEL NUMBER

GENERIC SUB-HEADING

Proin imperdiet sollicitudin tincidunt. Proin magna nisl, vestibulum eu fermentum et, mattis non nibh.

Vivamus sagittis diam imperdiet elementum fringilla. Proin dignissim mauris tellus, at molie lectus mollis eget.

Nulla tincidunt mi ac magna aliquet, a tempus eros rhoncus. Mauris commodo aliquam metus, id faucibus nunc gravida a.

Donec condimentum, massa ut dignissim dignissim

Dolor erat commodo libero, eu tempus purus urna eu ligula.

Malesuada sagittis mauris tempor quis.

Congue feugiat arcu, et aliquet urna posuere ac.

Donec nec ex sed nisl condimentum faucibus.

Sed ante odio, aliquet vel purus id.

Facilisis scelerisque dolor.

Nulla facilisi onec nibh odio, tristique eget.

Proin dignissim mauris tellus, at molie lectus eget.

GENERIC SUB-HEADING

Nunc vitae libero sit amet magna faucibus consequat eu eu odio. Vivamus consequat lorem sodales ligula tincidunt sodales. Curabitur convallis neque at dictum ullamcorper. Donec at enim sit amet lectus eleifend dictum eu eger rutrum ex ac aliquam tristique.



 MODEL NUMBER

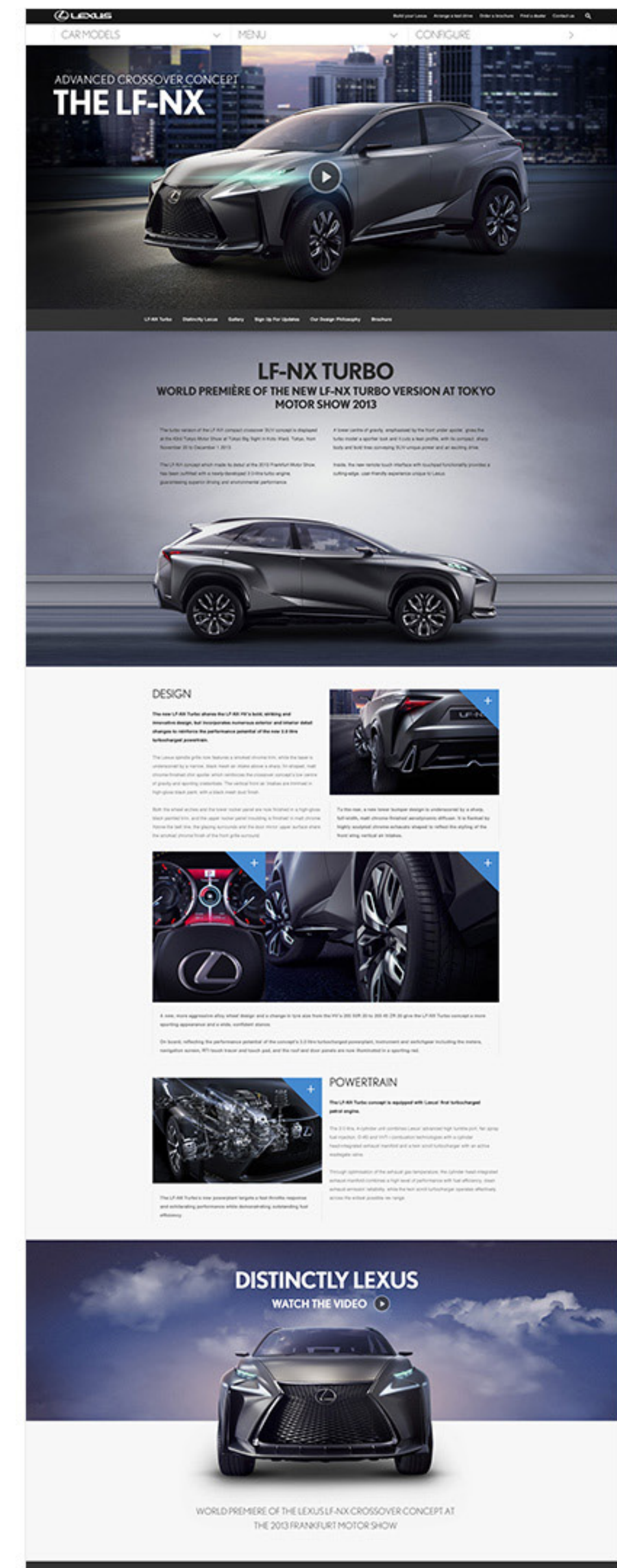
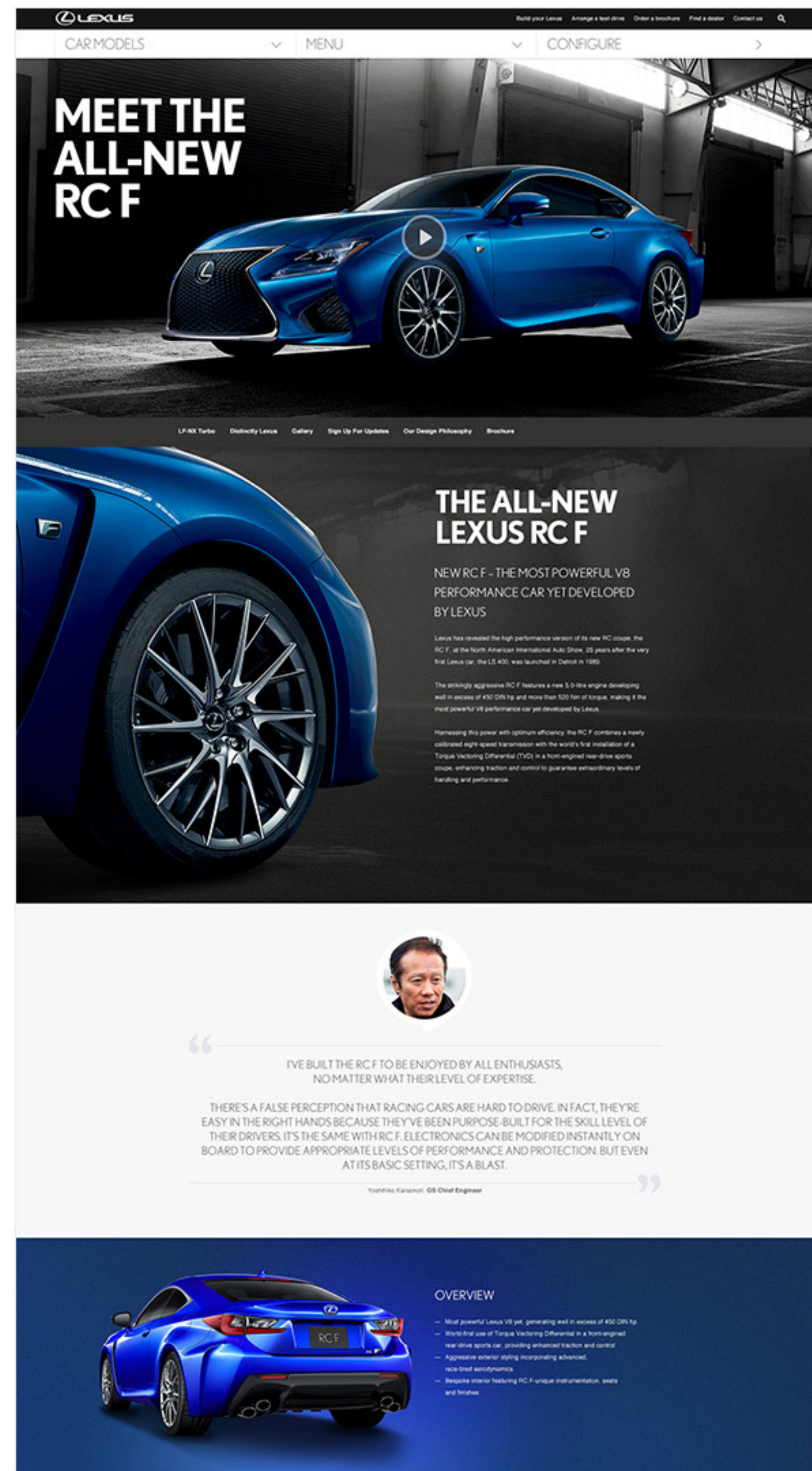
LEXUS

I was lucky enough to work with the design team at Amaze on several Lexus projects, including the 10.5 version of the website, FWA award-winning Lexus NX House and the Lexus IS iPad application.

The Lexus team have spent the last few years creating an incredible direction for the brand, so it was an absolute pleasure to be able to work on such a crafted and meticulous project.

_UX / UI Design

_App Design



LEXUS

PLAY
LOOK
LEARN
RESEARCH
DO





MEET THE ALL-NEW RC F



[LF-NX Turbo](#)

[Distinctly Lexus](#)

[Gallery](#)

[Sign Up For Updates](#)

[Our Design Philosophy](#)

[Brochure](#)

THE ALL-NEW LEXUS RC F

NEW RC F - THE MOST POWERFUL V8
PERFORMANCE CAR YET DEVELOPED
BY LEXUS



“

I'VE BUILT THE RC F TO BE ENJOYED BY ALL ENTHUSIASTS,
NO MATTER WHAT THEIR LEVEL OF EXPERTISE.

THERE'S A FALSE PERCEPTION THAT RACING CARS ARE HARD TO DRIVE. IN FACT, THEY'RE
EASY IN THE RIGHT HANDS BECAUSE THEY'VE BEEN PURPOSE-BUILT FOR THE SKILL LEVEL OF
THEIR DRIVERS. IT'S THE SAME WITH RC F. ELECTRONICS CAN BE MODIFIED INSTANTLY ON
BOARD TO PROVIDE APPROPRIATE LEVELS OF PERFORMANCE AND PROTECTION. BUT EVEN
AT ITS BASIC SETTING, IT'S A BLAST.

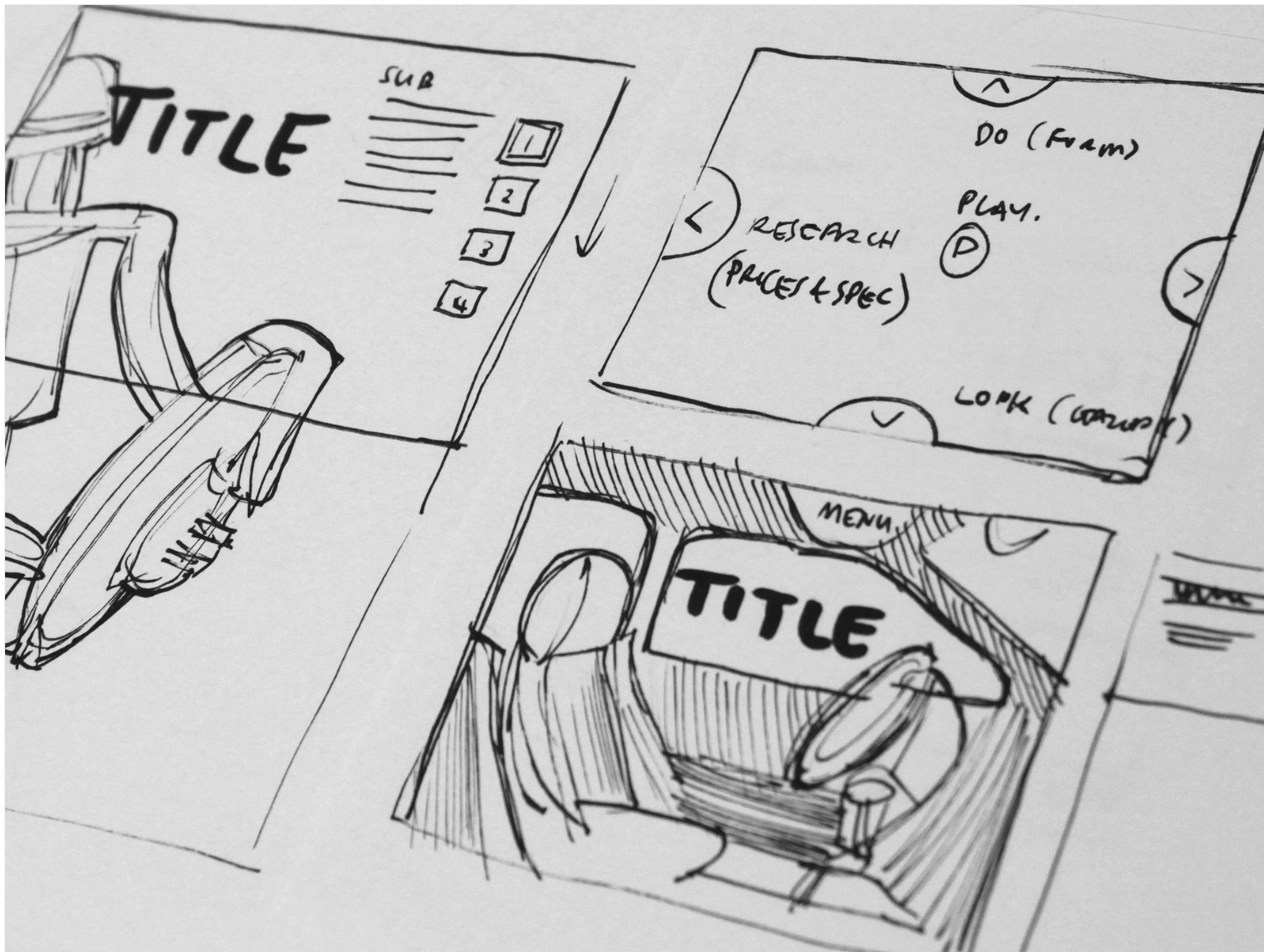
Yoshihiko Kanamori, **GS Chief Engineer**

”



OVERVIEW

- Most powerful Lexus V8 yet, generating well in excess of 450 DIN hp
- World-first use of Torque Vectoring Differential in a front-engined rear-drive sports car, providing enhanced traction and control
- Aggressive exterior styling incorporating advanced, race-bred aerodynamics
- Bespoke interior featuring RC F-unique instrumentation, seats and finishes



IS 250



IS 300h



**INSIDE
IS 300h**



ADVANCED CROSSOVER CONCEPT THE LF-NX



[LF-NX Turbo](#)
[Distinctly Lexus](#)
[Gallery](#)
[Sign Up For Updates](#)
[Our Design Philosophy](#)
[Brochure](#)

LF-NX TURBO

WORLD PREMIÈRE OF THE NEW LF-NX TURBO VERSION AT TOKYO MOTOR SHOW 2013

The turbo version of the LF-NX compact crossover SUV concept is displayed at the 43rd Tokyo Motor Show at Tokyo Big Sight in Koto Ward, Tokyo, from November 20 to December 1 2013.

A lower centre of gravity, emphasised by the front under spoiler, gives the turbo model a sportier look and it cuts a lean profile, with its compact, sharp body and bold tires conveying SUV-unique power and an exciting drive.

LF-NX TURBO

WORLD PREMIÈRE OF THE NEW LF-NX TURBO VERSION AT TOKYO MOTOR SHOW 2013

The turbo version of the LF-NX compact crossover SUV concept is displayed at the 43rd Tokyo Motor Show at Tokyo Big Sight in Koto Ward, Tokyo, from November 20 to December 1 2013.

The LF-NX concept which made its debut at the 2013 Frankfurt Motor Show, has been outfitted with a newly-developed 2.0-litre turbo engine, guaranteeing superior driving and environmental performance.

A lower centre of gravity, emphasised by the front under spoiler, gives the turbo model a sportier look and it cuts a lean profile, with its compact, sharp body and bold tires conveying SUV-unique power and an exciting drive.

Inside, the new remote touch interface with touchpad functionality provides a cutting-edge, user-friendly experience unique to Lexus.



DESIGN

The new LF-NX Turbo shares the LF-NX HV's bold, striking and innovative design, but incorporates numerous exterior and interior detail changes to reinforce the performance potential of the new 2.0 litre turbocharged powertrain.



DISTINCTLY LEXUS

WATCH THE VIDEO 



WORLD PREMIERE OF THE LEXUS LF-NX CROSSOVER CONCEPT AT THE 2013 FRANKFURT MOTOR SHOW

A new Lexus mid-sized Crossover concept, the LF-NX, made its world premiere at the 2013 Frankfurt Motor Show (IAA). This concept explores the potential for a mid-sized Crossover within the Lexus model range.

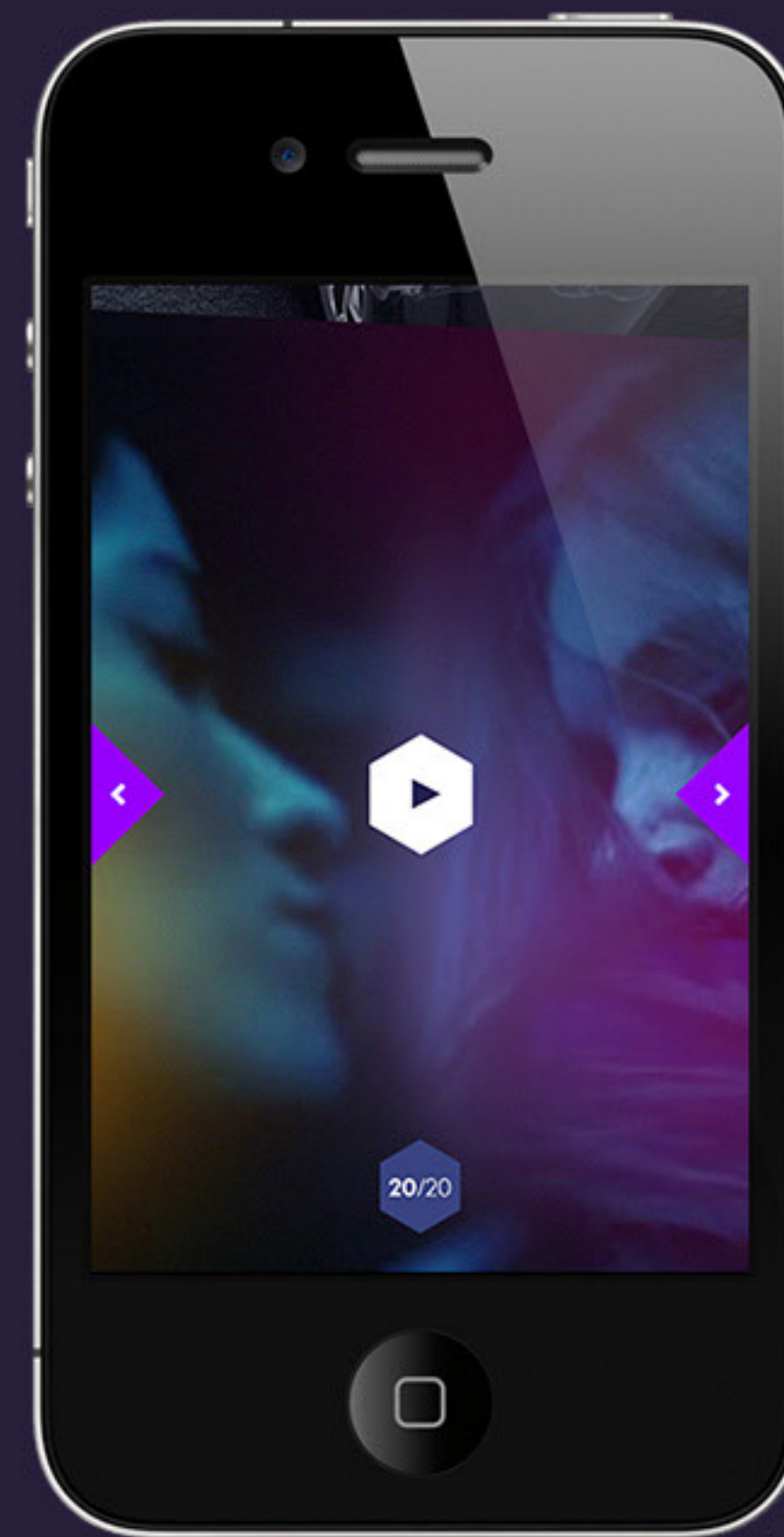
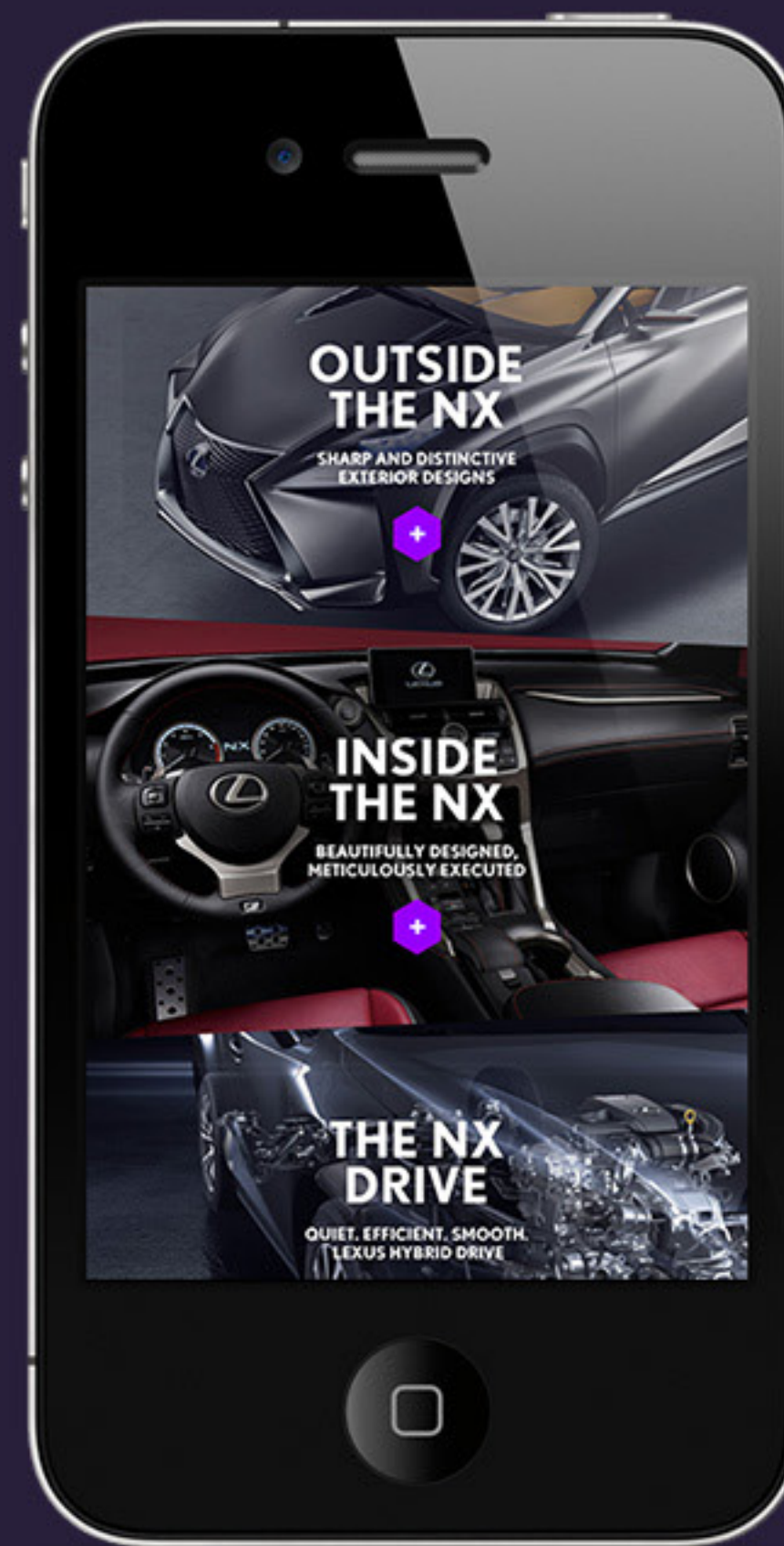
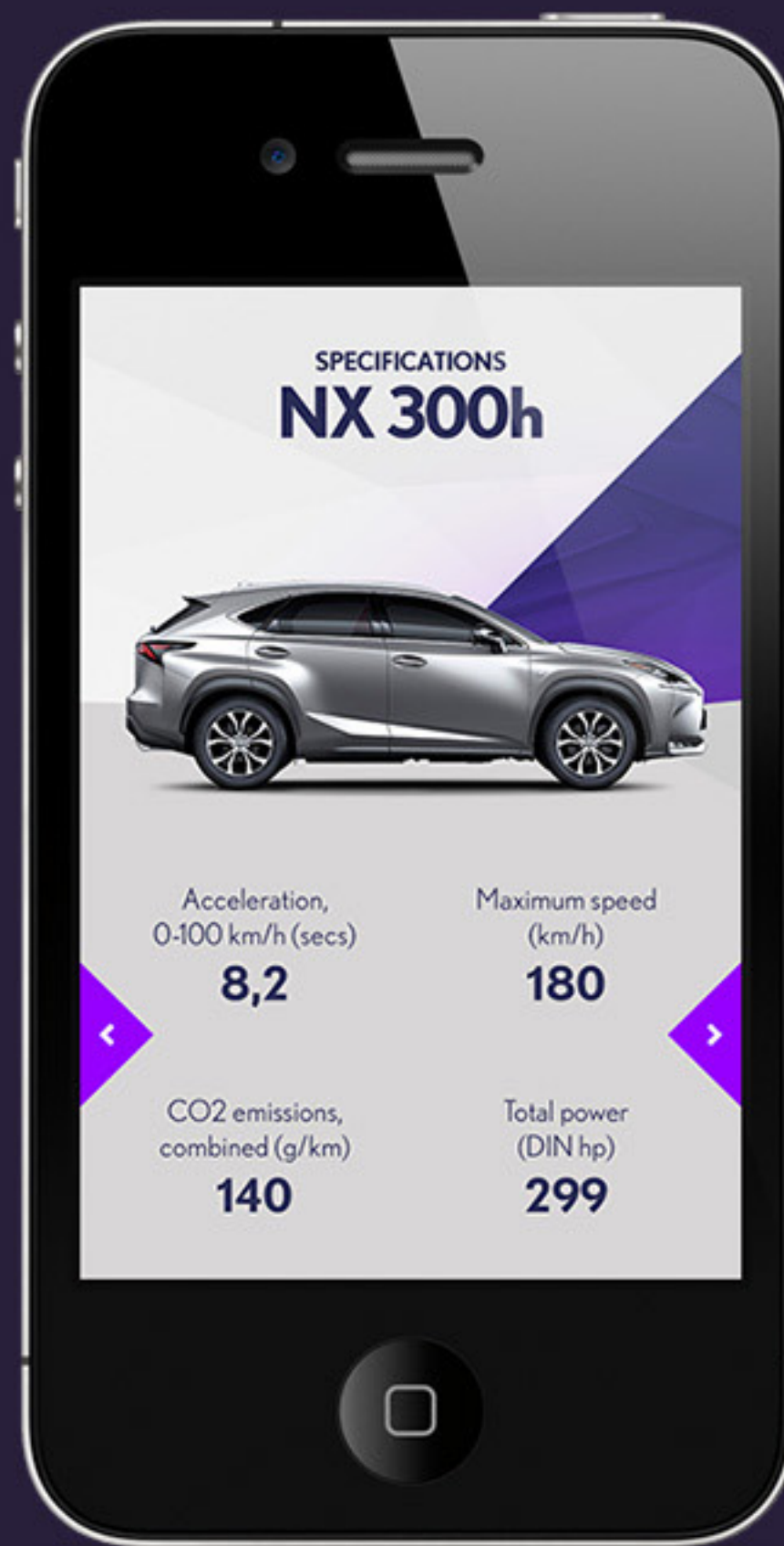
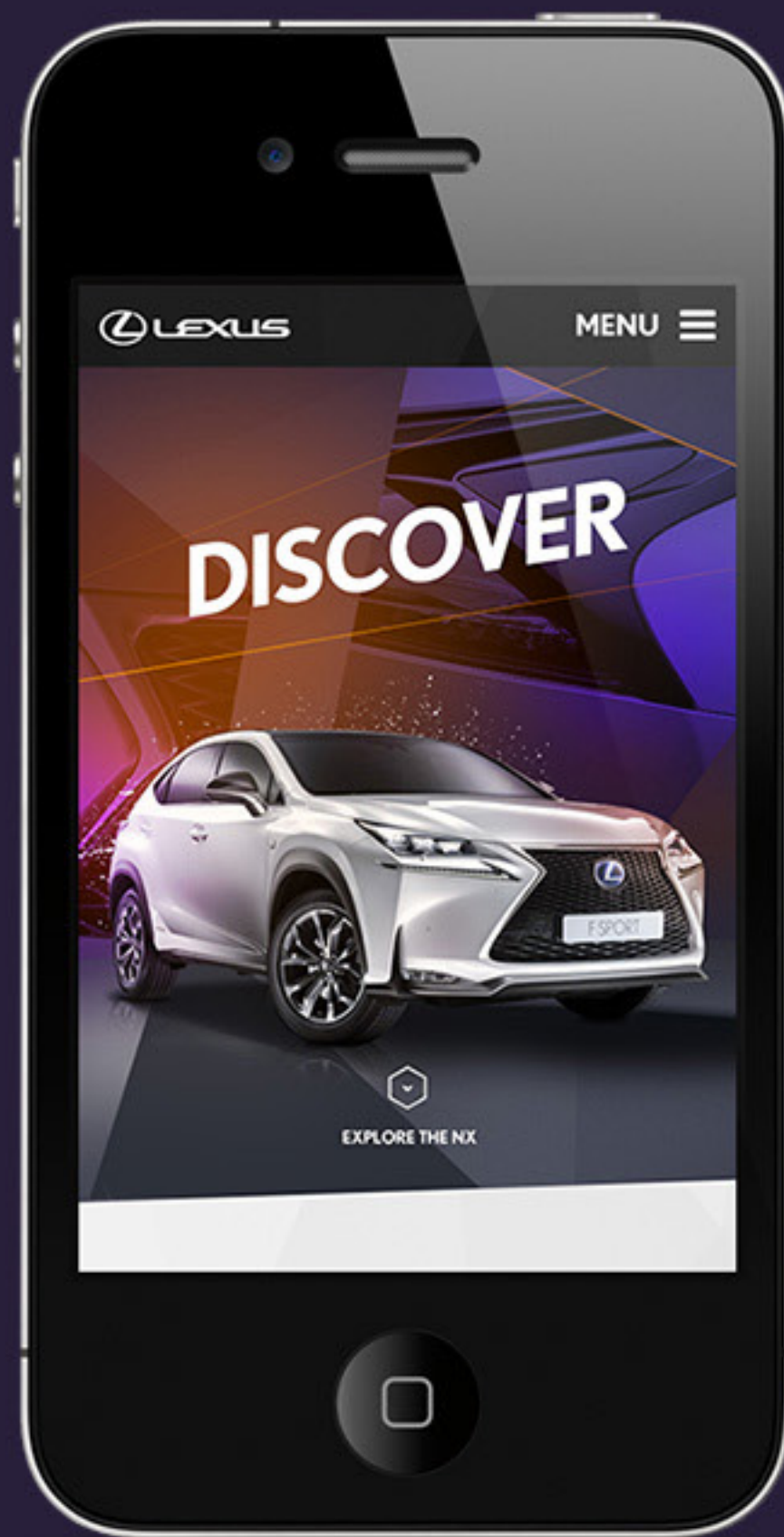
Reinforcing Lexus' leading position in full hybrid drive technology, the LF-NX concept is powered by a new variant of the Lexus Hybrid Drive system tuned for SUV performance.

With its highly distinctive and powerfully sculpted styling, the LF-NX concept's exterior design reflects a further evolution of Lexus' L-finesse design language.

The front is dominated by a strong interpretation of the Lexus spindle grille, extremely expressive signature front lighting with independent Daytime Running Lights (DRL), and unique corner styling which separates the bumper from the front wing with an aggressive vertical cut.



The rear features highly articulated lamp clusters. They are detailed to project downwards to the full depth of the bumper, creating a sharp,



122 ROSENEATH ST.

I worked in-house at Local Peoples / Assemble Projects on the website for their small-footprint living development 122 Roseneath St.

The development will be a mixture of Brutalist design and modern aesthetics, with beautiful finishes and materials.

The brand was produced by Petrea Dickinson, with illustrations by Tomi Um and animation assistance by Pete Hand.

_Responsive Web Design

_EDM / ECRM

_Social Media Content / Animations

_Concept Design



ASSEMBLE 122 ROSENEATH ST. CLIFTON HILL

Apartments & Townhouses

Register your interest



Townhouses



Apartments



2 Retail
tenants



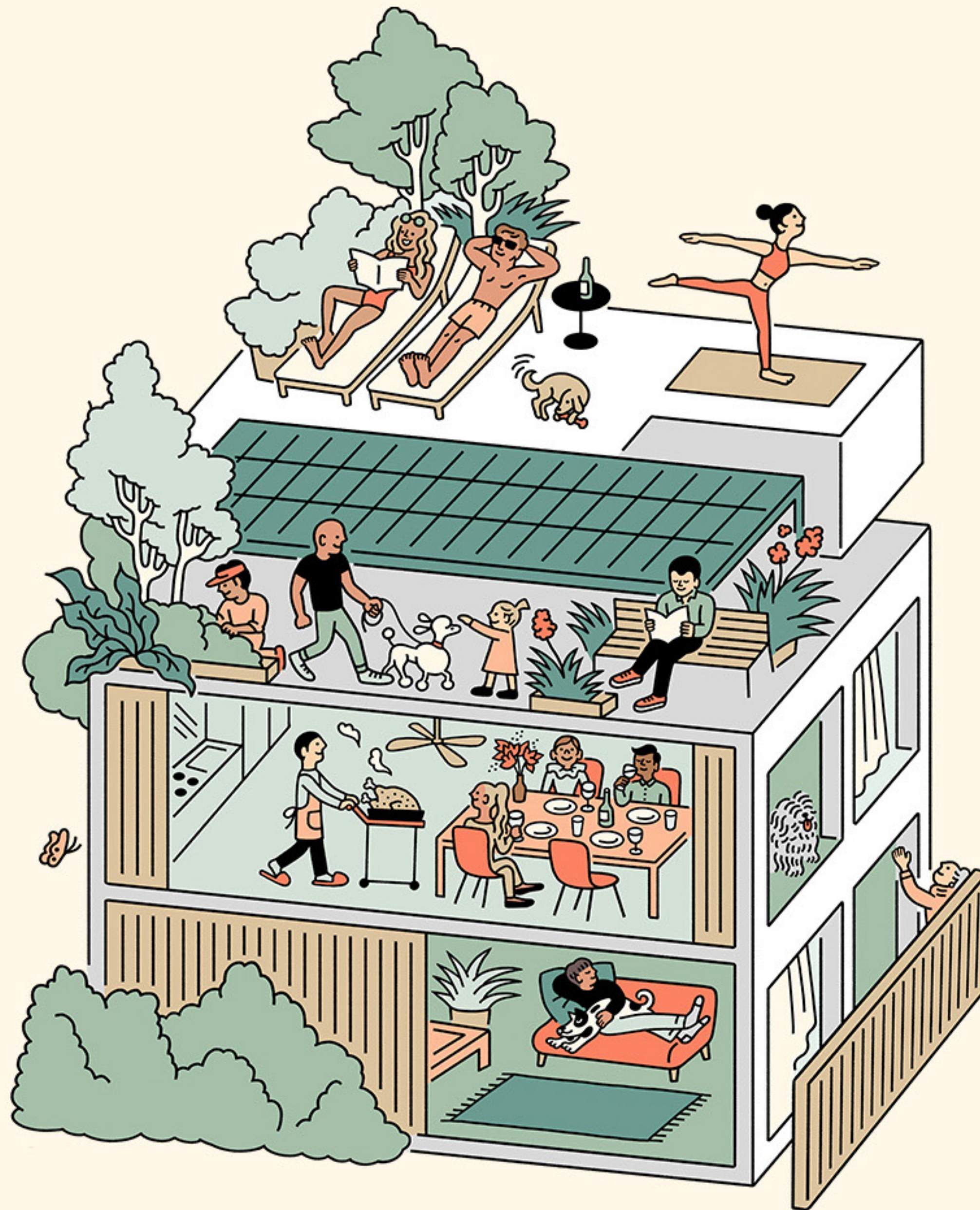
2 Landscaped
terraces



Communal
spaces



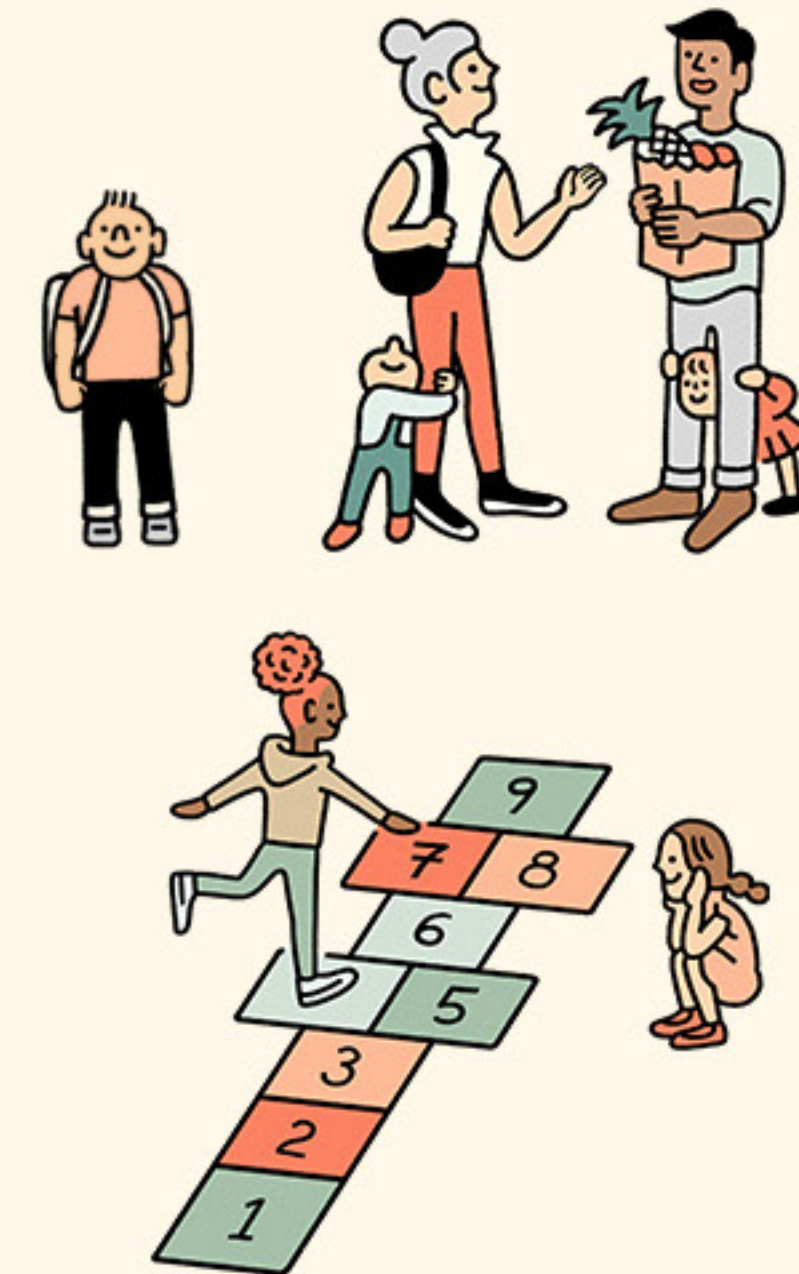
Clifton Hill
community



COMMUNITY

Come together

With thoughtful integration of communal areas, we've designed a place where collective culture can thrive; where neighbours are encouraged to interact in and through what is shared – all the while having a sense of ownership of their personal space.



DESIGN

Design features

At the core of our philosophy is honest-to-goodness design. Design that works, design that feels right, design that is kind to the environment, design that is striking and sensitive to its surroundings, design for life.

<additional content> COPY ON ARCHITECTS<additional content>

TOWNHOUSES



APARTMENTS



COMMUNAL SPACES

DETAILS

Townhouses

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum condimentum arcu sem, nec laoreet neque sollicitudin at. Etiam varius ac lacus sit amet aliquet. Nulla fermentum dictum libero, sed auctor libero feugiat sed. Nam aliquet turpis erat, nec dapibus velit maximus ut. Etiam diam augue, convallis eget vehicula et, mattis id leo. Suspendisse consectetur ex at volutpat hendrerit. Integer a ipsum sollicitudin, commodo ipsum in, efficitur nulla. Nulla sollicitudin et eros ullamcorper iaculis.

QUALITY OVER QUANTITY

Sub-heading to go here

We adopt a less is more approach, where quality is a leading factor. Assemble 122 Roseneath Street is defined by our key quality objectives, including:

- High ceilings
- Flexible spaces
- High quality fittings and fixtures
- Good natural light
- Cross-flow ventilation
- Strong connection between indoor and outdoor spaces
- Low VOC building materials
- Communal areas with adjoining north facing roof terrace
- Workshop space for messy jobs
- Extensive shared and private gardens
- Retail streetscape



NOTICEBOARD

News & events

We're building a community, so follow us and how the project develops with the hashtag #122Roseneath



19

JAN
2016

The first design presentation

Fusce gravida tempor lorem quis malesuada. Present eu nisi eu sapien euismod rutrum. Cras tincidunt elit at suscipit rhoncus. Read More

23

FEB
2016

The second design presentation

Phasellus commodo facilisis lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tinc ante egesta idunt lectus saps. Read More

30

MAR
2016

Last call for registration

Suspendisse in porta lacus. Duis eget dui nec enim commodo semper. Maecenas luctus augue quis ligula gravida re sed interdum exuris. Read More

Latest tweets

Final moments of @INDEX_ID15 - open 12-9pm today. BYO blanket picnic and PechaKucha tonight 6-9pm #122Roseneath



DEVELOPMENT PARTNERS

Sub-heading to go here

122 Roseneath Street, Clifton Hill is a collaboration between like-minded development partners Wulff Projects, Icon Co and Assemble. Together, we have a shared belief in small footprint living.



Wulff Projects®

Wulff Projects is a property development company forging a distinct model of development in an often standardised industry - proactivity, consultation and collaboration are key from project outset to completion. By building great environments in which to live, we create sustainable investment outcomes.

wulffprojects.com.au



ICON CO

Icon is a leading Australian construction and development business with more than 17 years' experience. Our major new partnership with Kajima - one of Japan's largest and most respected construction companies - paves the way for further innovation and growth.

iconco.com.au



ASSEMBLE

Assemble is a Melbourne-based residential property developer focused on small footprint projects. We work with like-minded developers to share and realise our vision for sustainable cities.

Our values and ideas find a voice in our publication, Assemble Papers - an online and biannual print journal about the culture of living closer together.

assembleprojects.com.au

122 ROSENEATH ST.

The site was responsive to serve Desktop, Tablet and Mobile users, giving the same experience across all platforms.



ASSEMBLE 122 ROSENEATH ST. CLIFTON HILL

Apartments & Townhouses

Register your interest



DESIGN

Design features

At the core of our philosophy is honest-to-goodness design. Design that works, design that feels right, design that is kind to the environment, design that is striking and sensitive to its surroundings, design for life.

<additional content> COPY ON ARCHITECTS<additional content>

TOWNHOUSES

APARTMENTS

COMMUNAL SPACES

DETAILS



Townhouses

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum condimentum arcu sem, nec laoreet neque sollicitudin at. Etiam varius ac lacus sit amet aliquet. Nulla fermentum dictum libero, sed auctor libero feugiat sed. Nam aliquet turpis erat, nec dapibus velit maximus ut. Etiam diam augue, convallis eget vehicula et, mattis id leo. Suspendisse consectetur ex at volutpat hendrerit. Integer a ipsum sollicitudin, commodo ipsum in, efficitur nulla. Nulla sollicitudin et eros ullamcorper iaculis.

LOCATION

122 Roseneath St,
Clifton Hill VIC 3068

 [View on Google Maps](#)

Surrounding area

You'll find the site in a leafy pocket of Clifton Hill – a stone's throw from the Merri Creek trail and a stroll to the cultural precincts of Fitzroy and Collingwood. The Melbourne CBD is only 3km away.

SHOW ALL

LIFESTYLE

TRANSPORT

COMMUNITY



122 ROSENEATH ST.

I had the idea to make some concrete numbers from the logo, which could be used outside of the building as a sign, or perhaps on a grander scale as seating.

As a side project in my spare time, I decided to make a 'proof of concept' maquette, using layers of hand-cut foam board to create a mold.

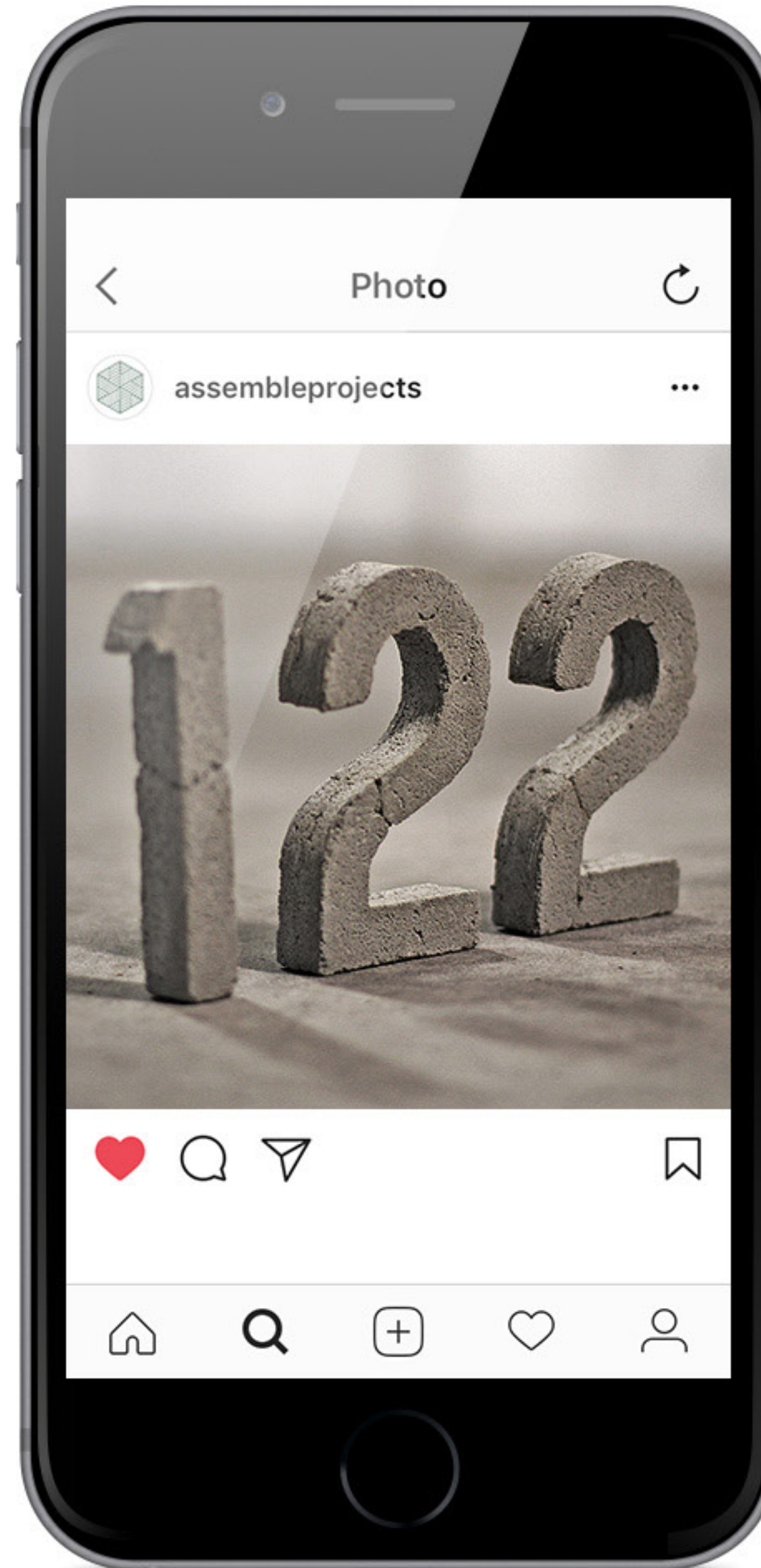




122 ROSENEATH ST.

Once the animations had been completed for the website, I created a series of video animations that could be used across the social media channels, including Facebook and Instagram.

The concept for the concrete numbers, was also used on the projects Instagram feed.



THE NORTH FACE

To celebrate the start of Spring, Factory Labs asked me to create a campaign page for outdoor clothing company The North Face.

The campaign was based around the concept of 'Longer days are coming', with Spring ushering more hours of sunshine to get outside and adventure.

The landing page used parallax scrolling and animation to deliver the messaging and culminated in a countdown clock and sign up form.

I also produced a suite of banner adverts, across 6 routes - with the live countdown clock in the 'Teaser' suite, which was replaced by a 'Reveal' suite, once the campaign was fully live.

_Web Design

_Ecommerce / Shop-in-shop

_Online Advertising





*THIS **WINTER**, WE HAD LESS THAN
8 HOURS OF SUNLIGHT EACH DAY*





LONGER DAYS ARE COMING

WE ARE READY

44	22	27	31
DAYS	HOURS	MINUTES	SECONDS

JOIN US NOW AND DISCOVER MORE THIS SPRING



THE NORTH FACE *LONGER DAYS ARE COMING*

44 DAYS **22** HOURS **27** MINUTES **31** SECONDS

DISCOVER MORE >

THE NORTH FACE *SHARE YOUR EXTRA HOURS THIS SPRING TO WIN EVERY DAY. #LONGERDAYS*

DISCOVER MORE >

THE NORTH FACE **SUMMIT SERIES™** *WE EXPLORE LONGER*

THE NORTH FACE *WE HIKE LONGER*

THE NORTH FACE *LONGER DAYS ARE BACK*

THE NORTH FACE *WE ARE READY*

THE NORTH FACE *WE RUN LONGER*

THE NORTH FACE **SUMMIT SERIES™** *WE EXPLORE LONGER*

THE NORTH FACE *WE CLIMB LONGER*

THE NORTH FACE *WE RUN LONGER*

THE NORTH FACE *GET THE EXPLORER APP AND PROVE YOURSELF THIS SPRING.*

SEE MORE >

THE NORTH FACE *WE HIKE LONGER*

THE NORTH FACE *LONGER DAYS ARE COMING*

44 DAYS **22** HOURS **27** MINUTES **31** SECONDS

DISCOVER >

SUMMIT SERIES™ **THE NORTH FACE**

NEW FOR 2014: SUMMIT SERIES™

ATHLETE TESTED. EXPEDITION PROVEN.

SHOP SUMMIT SERIES™ >

THE NORTH FACE *LONGER DAYS ARE COMING*

44 DAYS **22** HOURS **27** MINUTES **31** SECONDS

DISCOVER MORE >

THE NORTH FACE *WE CLIMB LONGER*

THE NORTH FACE *GET THE EXPLORER APP AND PROVE YOURSELF THIS SPRING.*

DOWNLOAD THE APP >



WHERE ELSE WOULD YOU FIND THE ULTIMATE RANGE

THE NORTH FACE® KIT IS BUILT TO PERFORM AND IS TESTED BY PROFESSIONAL ATHLETES. WE'VE CAREFULLY SELECTED THE ULTIMATE COLLECTION TO GET YOU KITTED OUT FOR YOUR OUTDOORS ADVENTURES.



PRODUCTS

VIEW PRODUCTS >

BRAND

VIEW BRAND >

TECHNOLOGY

VIEW TECHNOLOGY >

MENS

SHOP NOW >

WOMENS

SHOP NOW >

FOOTWEAR

SHOP NOW >

EQUIPMENT

SHOP NOW >

ADDITIONAL

_Freelance

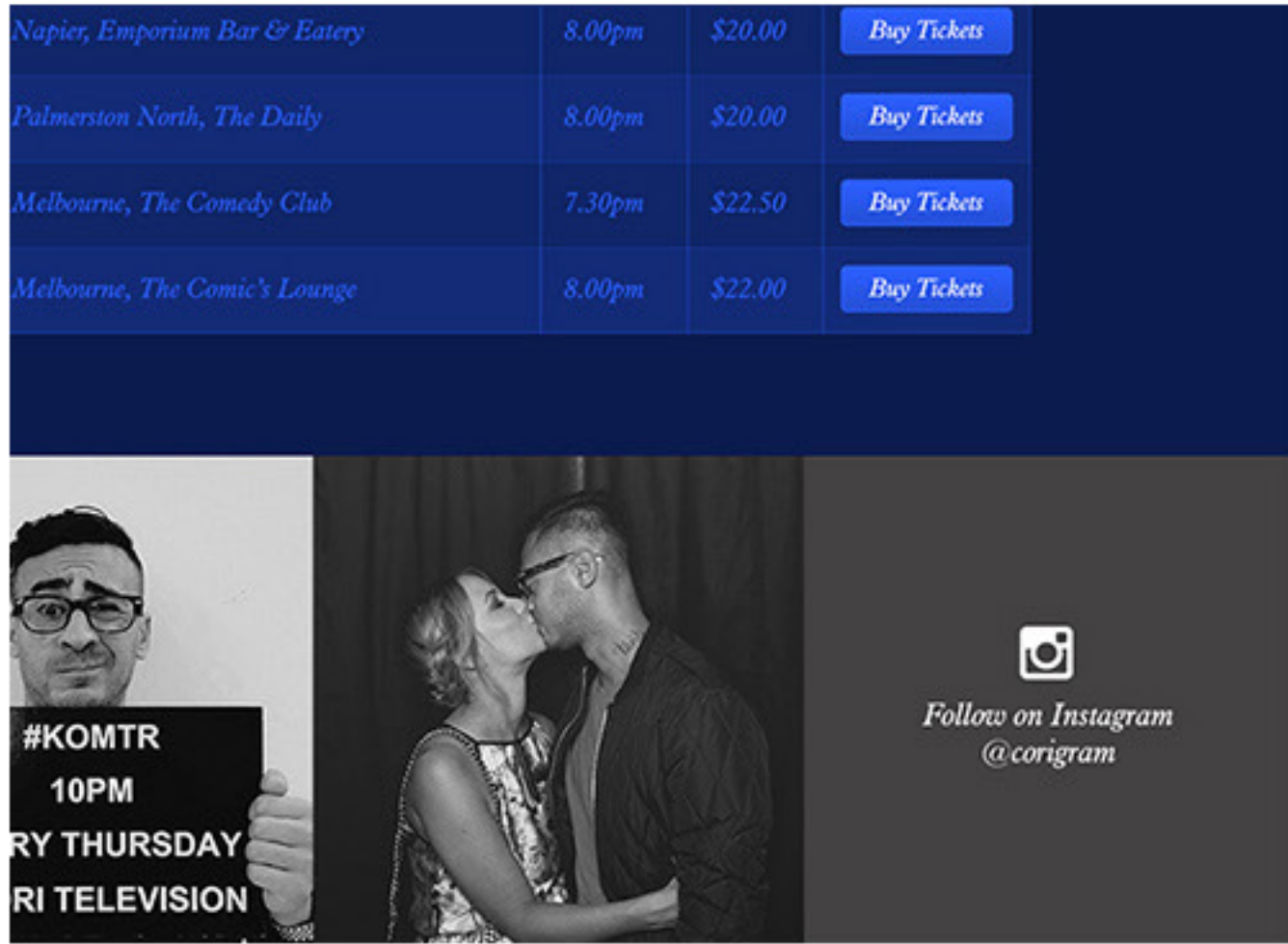
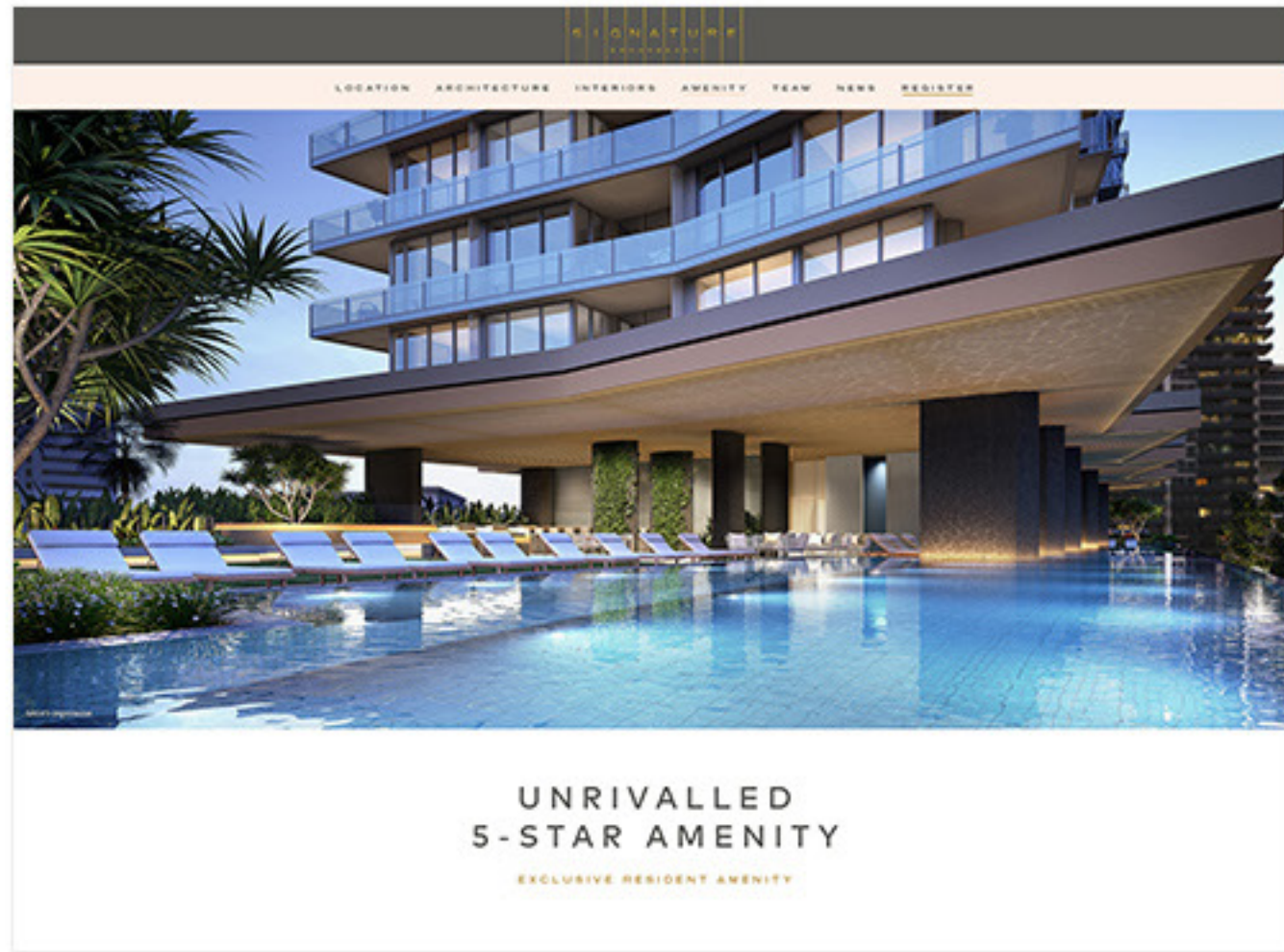
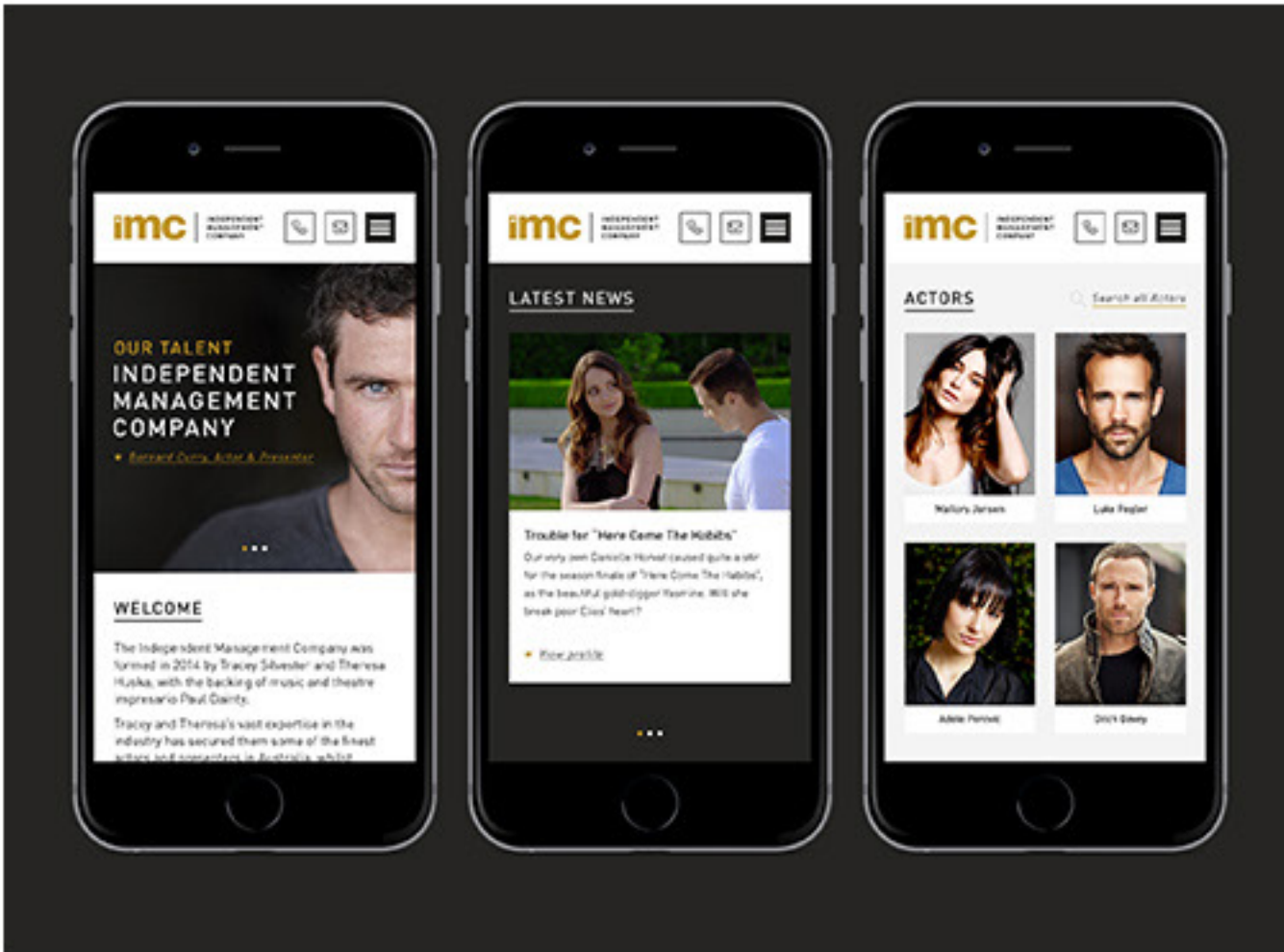
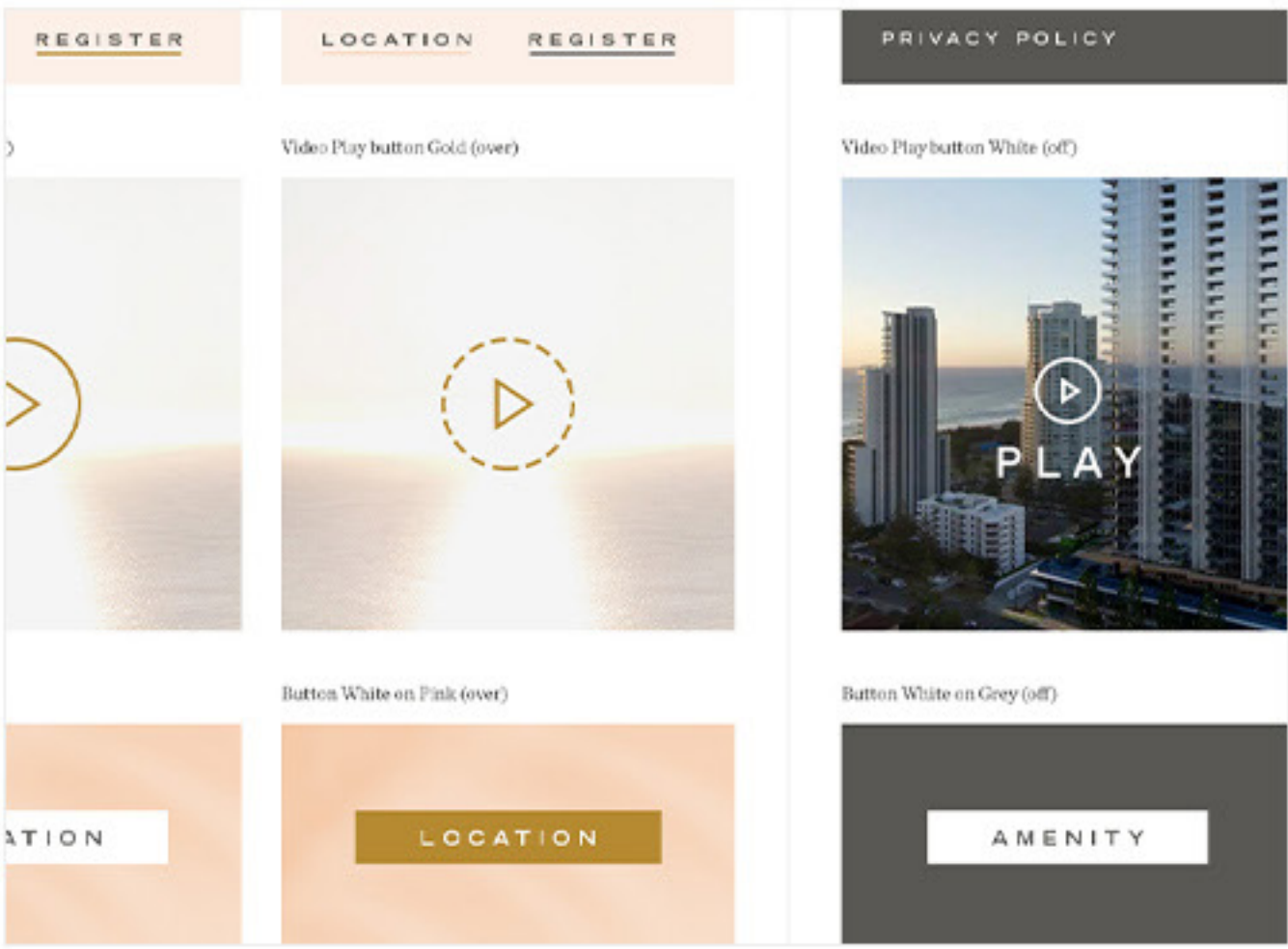
I have freelanced for over 10 years, for some of the best agencies in the UK and Australia — Across a wide range of industries. Agencies include; Hoyne, Bravo, Deepend, Efront, Local Peoples. (Australia) BJL, JWT, Code Computerlove, Havas Lynx, Amaze, magneticNorth (UK).

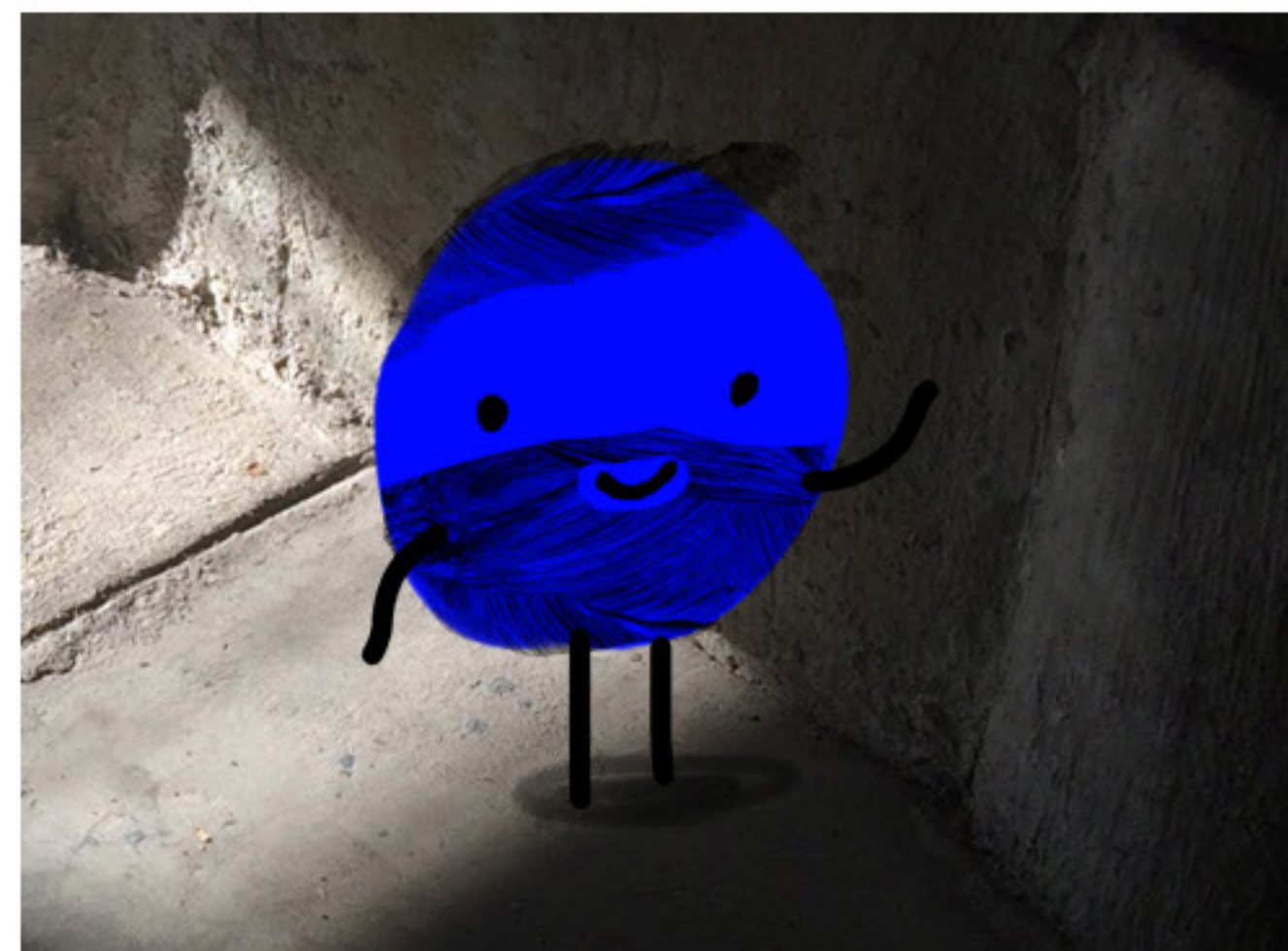
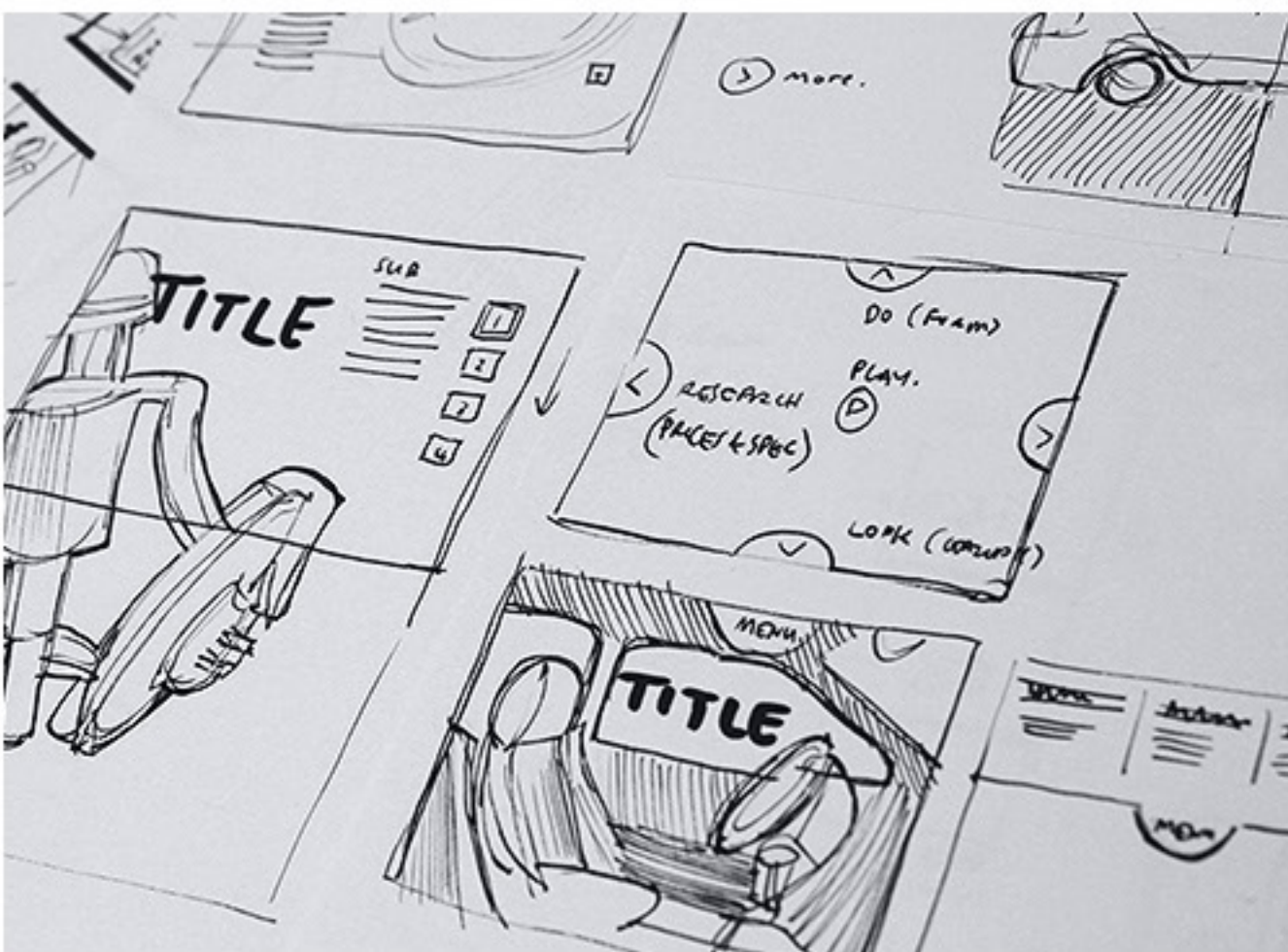
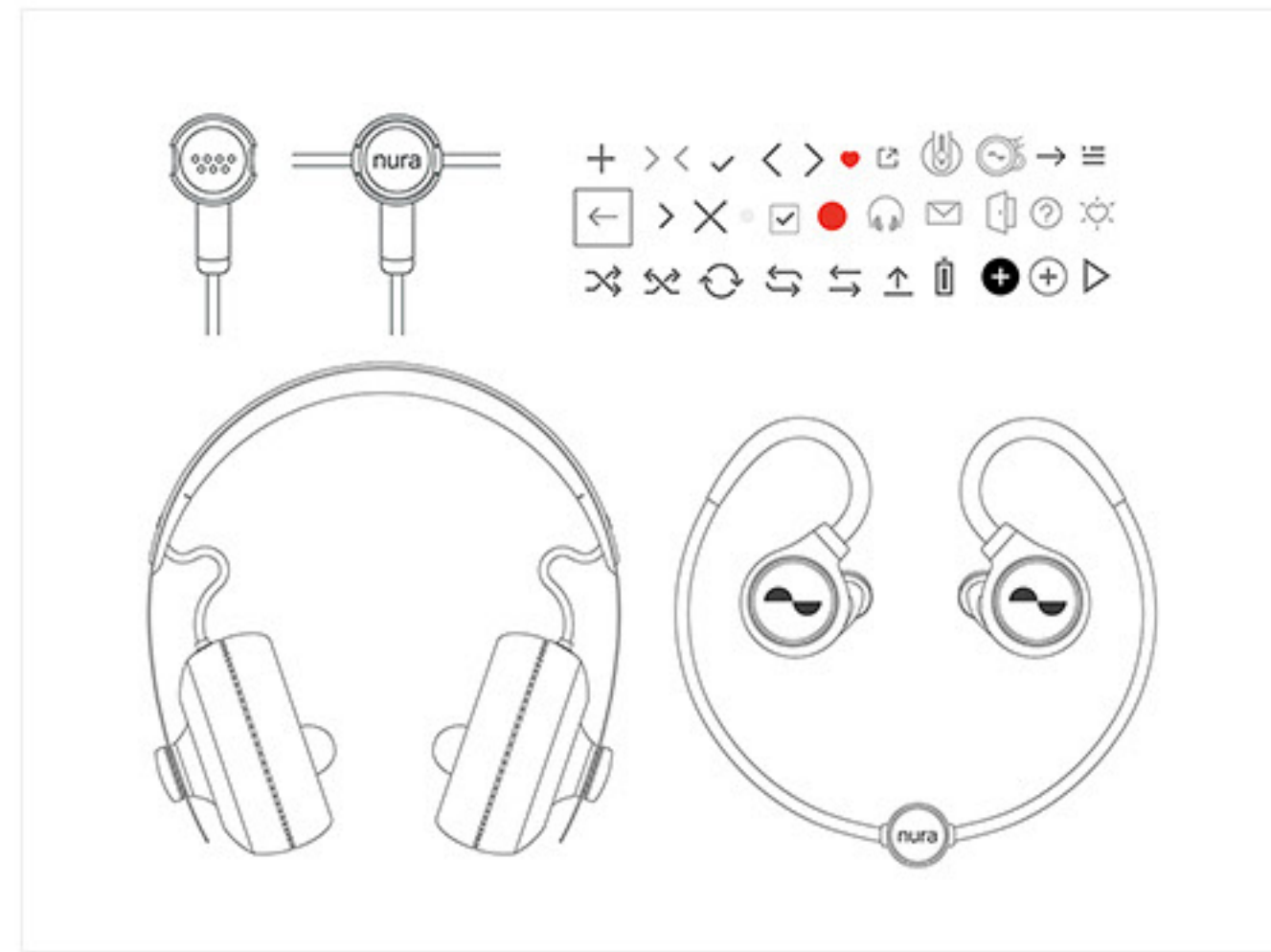
_Lettering, Illustration & Sketches

I studied Fine Art at university, so I have always been a visual designer, sketching ideas and working through problems — the quickest way to explain a solution. I also experiment with lettering and illustration for personal projects, and I am aiming to write and illustrate a children's book.

_Photography

I am a keen photographer and have shot film for over 28 years, with a collection of 350+ cameras. I organise and style TFP (Time for prints) shoots in my spare time, shooting a mixture of digital, film and instant formats.







WEBSITES ARE LOVELY

Neil Richards

UX, UI & Digital Designer

www.websitesarelovely.com

hello@websitesarelovely.com