

**JOANNA BIRD**

Portfolio

**2023**

## REFINITIV

A design system for re-imagining data insights

I had the pleasure of working with alan Agency and Refinitiv to conceptualise and execute their new campaign - "Workspace Without Limits".

The campaign aimed to amplify how Refinitiv can help financial institutions to increase productivity and produce better insights by finding news ways of working with data.

The campaign included reports with key findings from 1,200 financial industry professionals, with insights from four regions brought to life with simple data visualisation. In addition to this, we

produced short videos for social media and long-scroll infographics, all of which we housed behind a bespoke data-capture landing page.

We worked with Refinitiv's internal team to innovate within their brand guidelines and create a design system for the campaign that pushed boundaries for them, but sat seamlessly alongside their existing brand collateral.

*Winner of Bronze  
B2B Marketing Awards 2022*

[Watch the video](#)



# WORKSPACE WITHOUT LIMITS

How financial professionals can drive productivity and uncover new insights with data



REFINITIV 

An LSEG business

# WORKSPACE WITHOUT LIMITS

How financial professionals in Europe, the Middle East and Africa can drive productivity and uncover new insights with data



REFINITIV 

An LSEG Business

# WORKSPACE WITHOUT LIMITS

How financial professionals in Asia Pacific can drive productivity and uncover new insights with data



An LSEG Business

REFINITIV 

WORKSPACE

W



**REFINITIV** 

## HOW CAN INVESTMENT BANKERS USE DATA TO WORK SMARTER, NOT HARDER?

Investment bankers are under increasing pressure to deliver more insightful pitches and sophisticated analysis to their clients to win new mandates. They're also expected to work faster than ever before. Are their tools up to the task?



**88%**

of senior bankers say their organisation has become more data-centric because of the pandemic

**58%**

of senior bankers say they need to upskill their teams to help them progress

### JUNIOR BANKERS WANT TO AUTOMATE THEIR WORKFLOW

THEY REGULARLY SUFFER DELAYS FROM:

46%	42%	41%	40%	37%	34%
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# WORKSPACE WITHOUT LIMITS

How financial professionals can drive productivity and uncover new insights with data

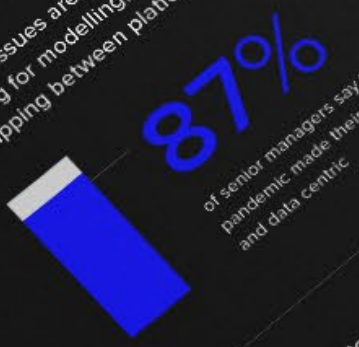


## KEY HIGHLIGHTS

### PART 1: WORKFLOW CHALLENGES TODAY

The need to better use data within financial institutions has never been stronger. We surveyed 1,200 financial professionals worldwide to discover their challenges – and the way ahead.

Several issues are impacting all roles. Approximately 40% of those surveyed face delays waiting for modelling, ensuring data meets regulatory and compliance requirements, swapping between platforms and consolidating data.



Respondents told us they want to be able to access data anywhere. This isn't just about remote working, it's about ending 'app overload' and copy and paste between applications (see page 11).



There is a high-level awareness and participation in working groups to set interoperability standards – yet firms still struggle with getting the basics right.



## 1 in 3

Senior staff want tools and data to enhance productivity, accuracy and handle specialist tasks such as portfolio reconciliation.

Junior staff want tools and data to eliminate repetitive tasks so they can do more creative work.

## PART 2: WORKSPACE WITHOUT LIMITS TOMORROW

Coding is not just a nice-to-have skill set, it is the cornerstone of tomorrow's workflows – and our survey shows an appetite to become fully proficient. (See page 21)



Use of coding also lends credibility to pitches, 81% of those that use coding in presentations tell their clients about it to demonstrate the breadth of modelling and testing that went into the thinking.



How can firms leverage new tools to solve their data challenges, enhance productivity and differentiate against the competition? [Read on to find out](#)



## THE CHALLENGE OF INTEROPERABILITY

Moving data between apps and platforms introduces delays and errors. New ways of working are urgently needed.

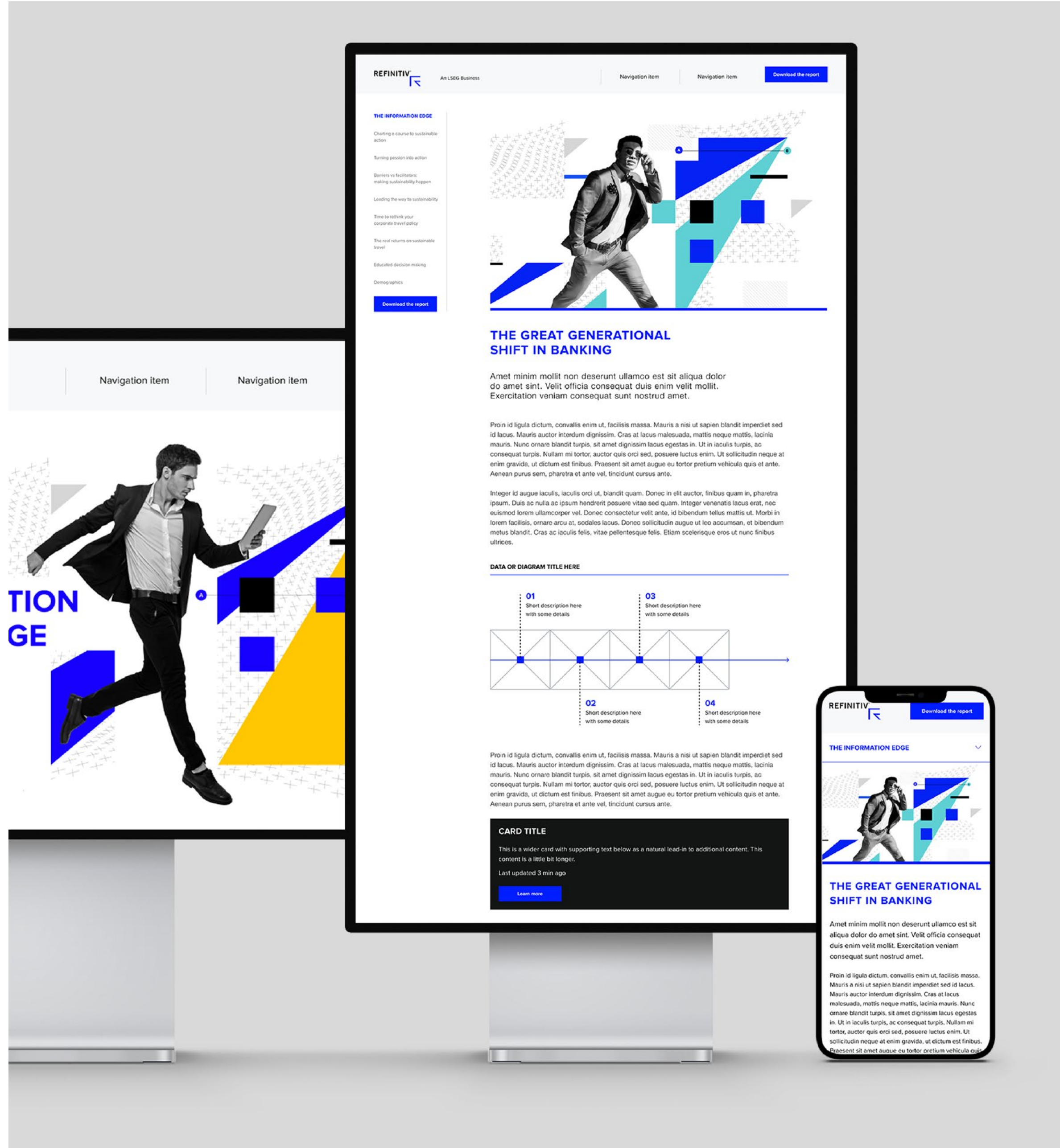
A financial institutions intensely their digital transformation efforts, they rely on an increasing number of technology platforms. While that means financial professionals have more data, it also means they have more data to manage. Users are increasingly siloed across multiple systems, making it difficult to share data between them.



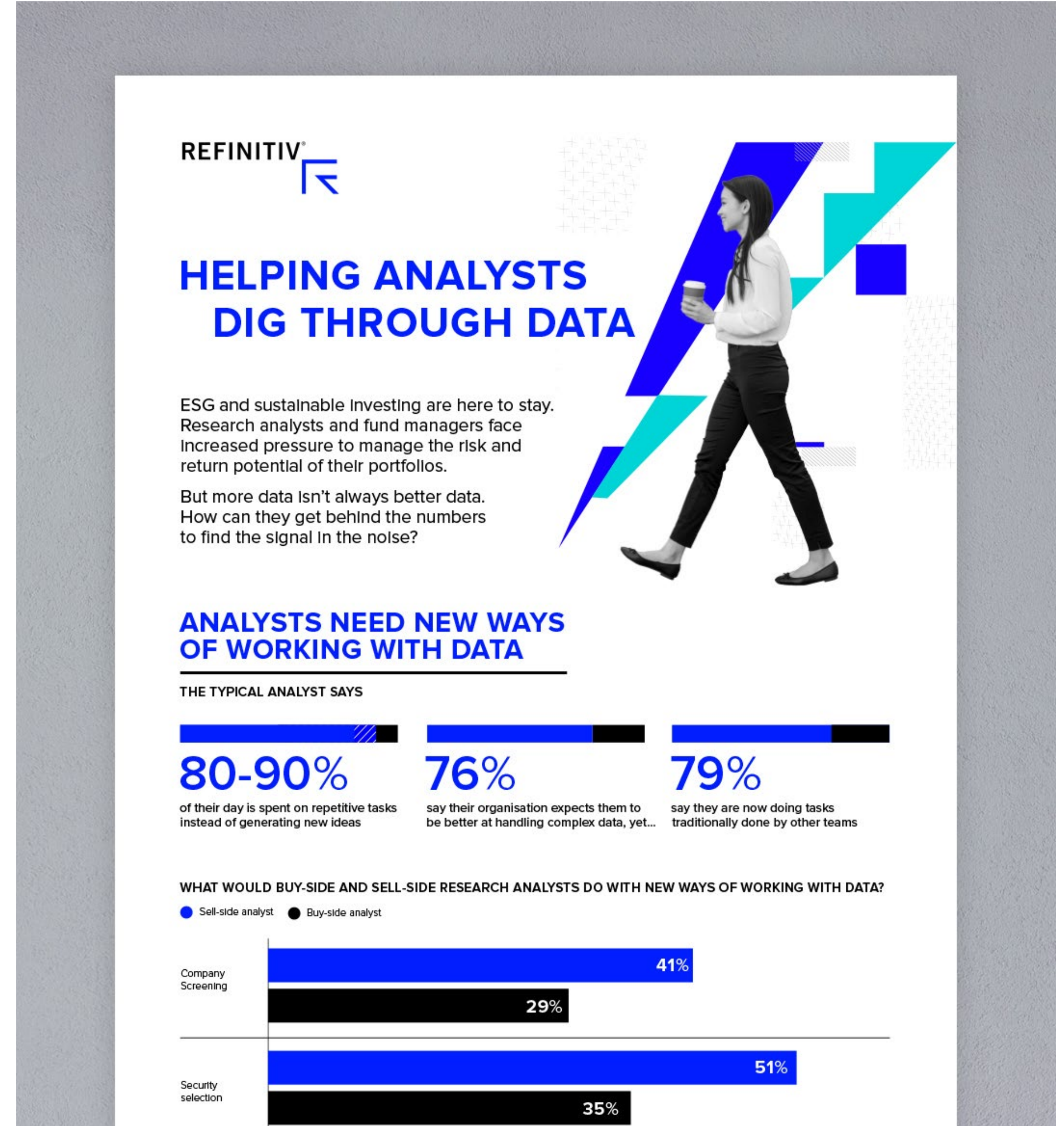
I WISH WE'D THOUGHT OF THIS. IT'S JUST REALLY  
NICE WORK AND A GREAT INTERPRETATION  
OF OUR VISUAL IDENTITY

**Mark Lulsens, Global Creative Director, Refinitiv/LSEG**

Digital PWA report template



Longscroll digital infographic



Video still & longscroll digital infographic





## ROCKWELL

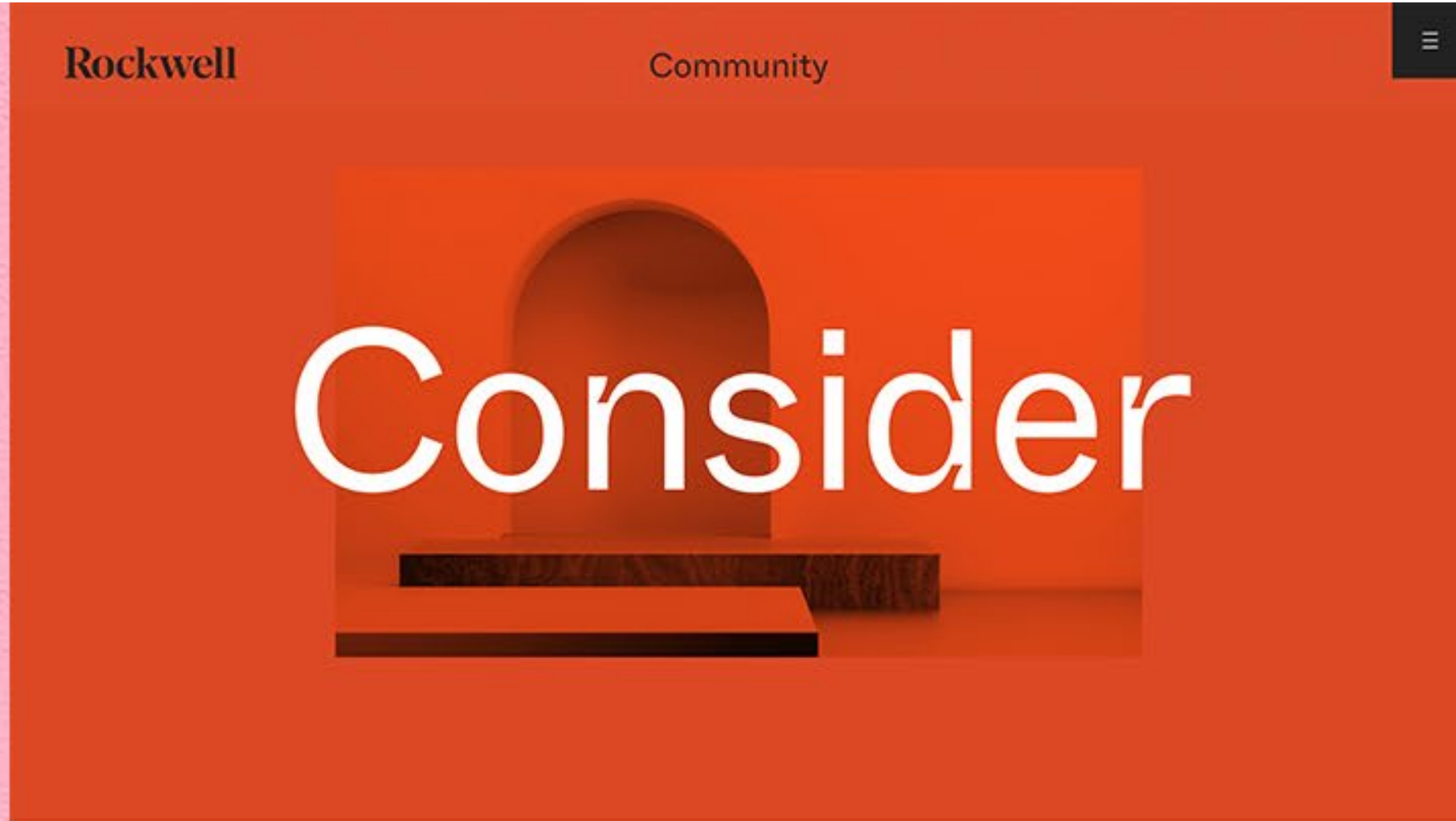
Crafting a digital experience that moves past the ordinary

Rockwell approached the team at alan Agency to craft a new website and digital experience that really got to the heart of who they were as an organisation and reflected their ethos. Rockwell's reputation for creating beautiful, community-minded developments in London was being hidden behind a clunky website and copy that lacked a point-of-view.

We took the Rockwell team through an extensive brand strategy exercise that gave them powerful new brand positioning and an organising ambition - Move past the ordinary.

We translated the strategy to their online experience, making use of scaled-up typography, bold use of colour, animation, and a new approach to imagery that took them into exciting new territory that "no agency has been able to achieve before".

[Visit the live site](#)



# Build with integrity



There is a human impact to every building and space we create. This impact has the power to enrich communities and change lives. As we create new spaces and build communities, our mission is to bring positive change. Change that shapes a

22/04/2022  
 Building a legacy of positive change  
[Read more](#)



22.04.22  
 Vetro gets shortlisted for The PLAN Awards  
[Read more](#)



22.04.22  
 The artistry of local floral legend Ellie Jauncey  
[Read more](#)



22.04.22  
 Hurlingham bursts into full-bloom  
[Read more](#)



Project details / Status / Location / Dates

## Vetro is an iconic development integrating a 400 bedroom hotel alongside 68 new homes

Just moments from Canary Wharf and with sweeping views over the London skyline and the Thames, Vetro is designed for tranquil, modern living in one of the city's most desired lifestyle destinations. Its spa-like facilities, landscaped podium garden and elegant architecture, present guests and residents with a sanctuary on the doorstep to one of London's liveliest districts.



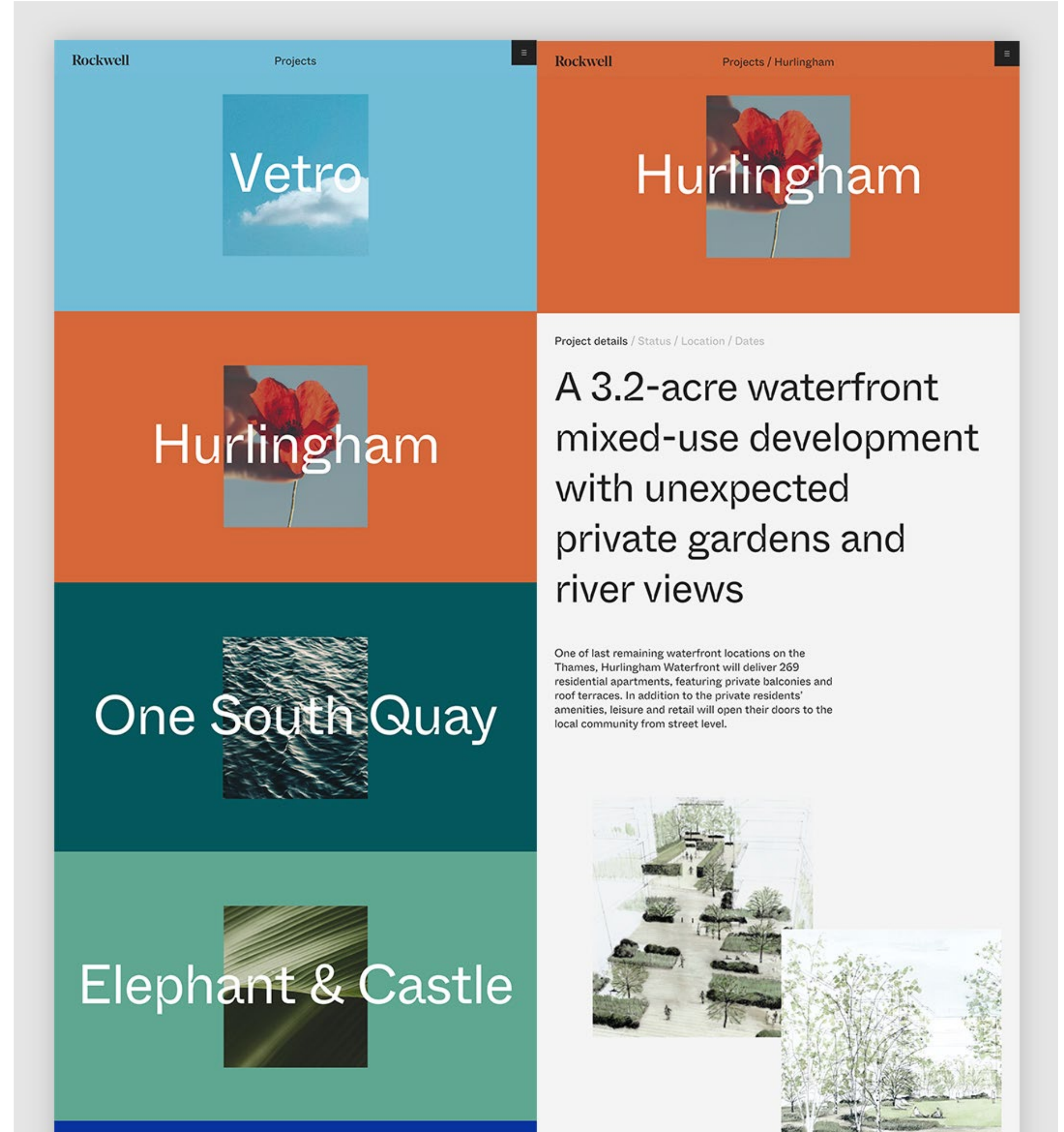


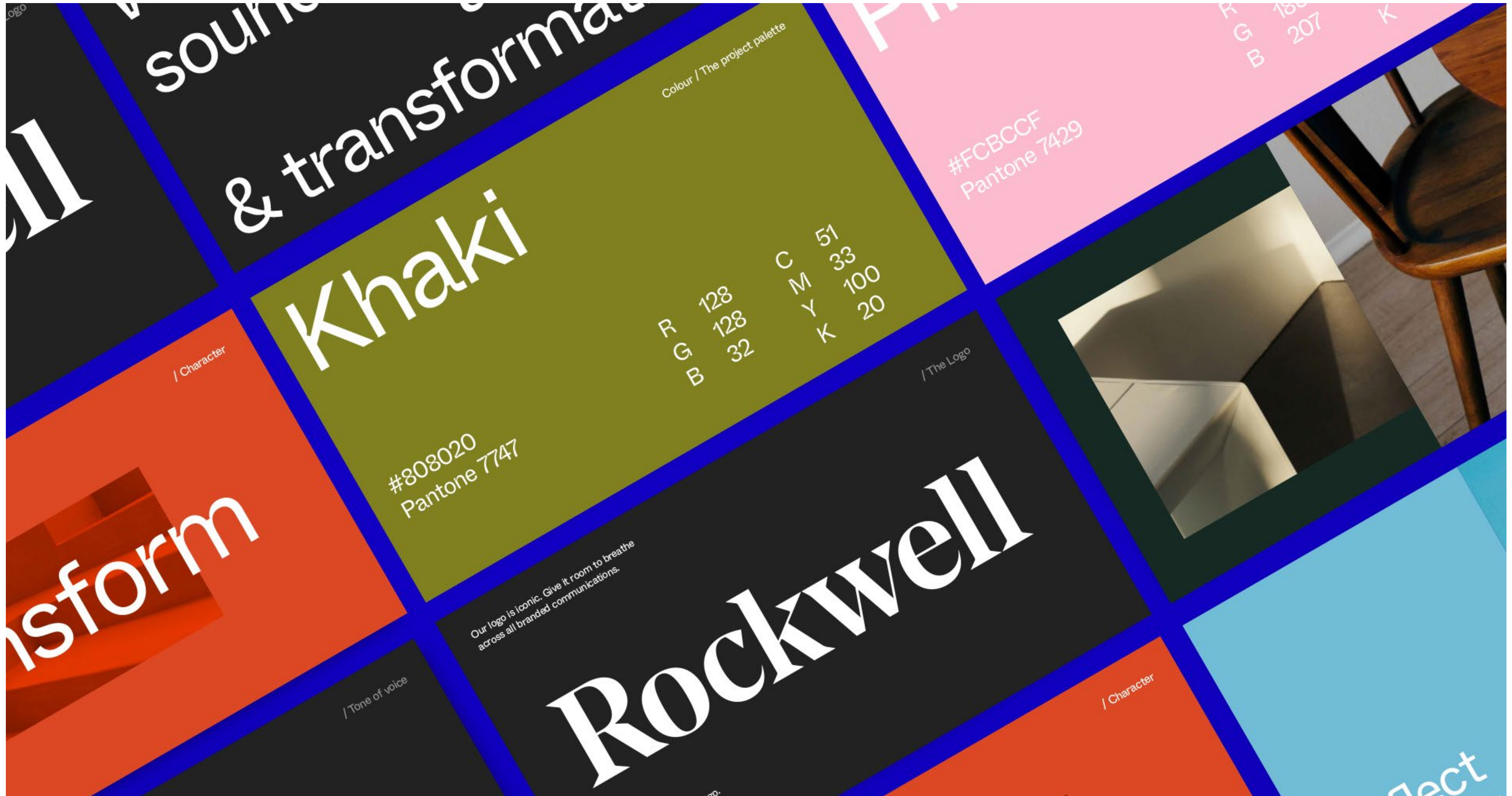


Brand collateral



Website design







## KNIGHT FRANK - ACTIVE CAPITAL

Helping investors become unshakeable

I had the pleasure of working with alan Agency and Knight Frank to conceptualise and execute their annual campaign - "Active Capital".

Active Capital is centralised around a seminal report that offers a unique perspective on the outlook for global real estate investment.

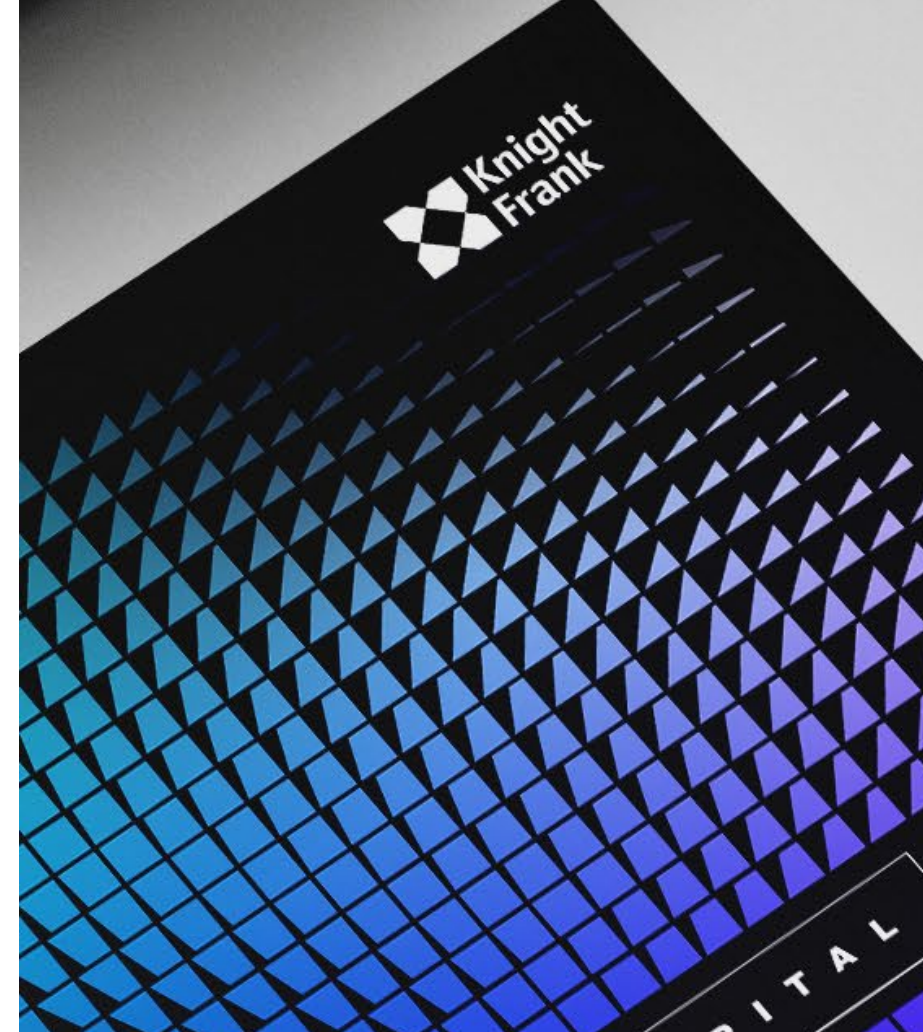
[Watch the video](#)

Conceptualised around empowering investors to become unshakeable in even the most volatile landscape, the research was designed to help them understand the myriad forces at play. The campaign included a hero report, data visualisation, virtual event and webinar along with a striking video to introduce the research.





ations  
2019/2020  
A 'other'  
for global private  
a 10% increase in  
office and retail sectors.  
As we see minimal changes  
'other' sector allocations, but  
central sector could make up one  
of global private equity

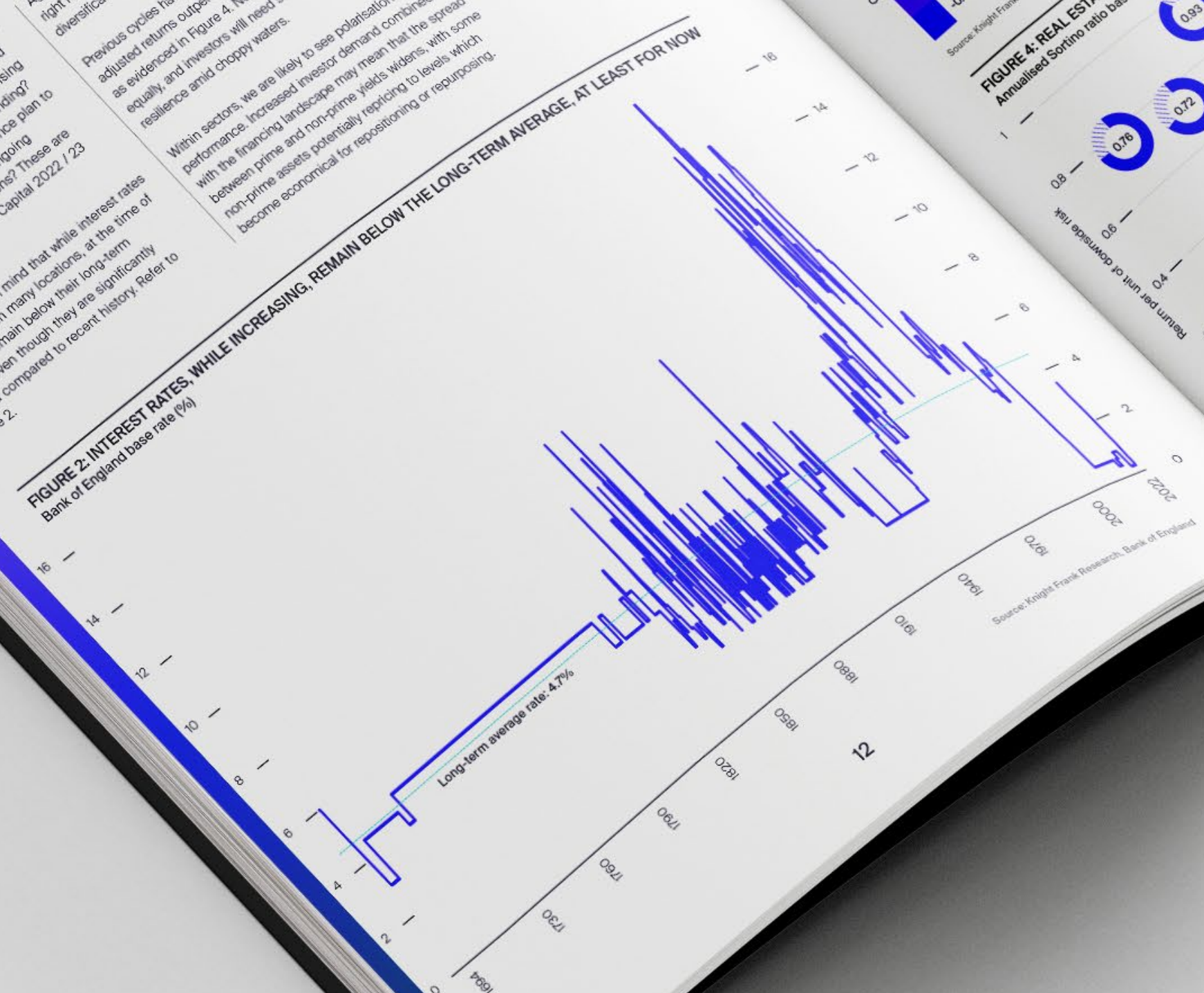


Continued

With real estate highly leveraged, all eyes are on the cost of debt. To what degree will banks and non-bank lenders adjust margins to offset rising swap rates? Will lenders refocus their lending? What will real estate react to refinancing plan to economic and financial conditions? These are among the questions Active Capital 2022 / 23 seeks to answer.

It's worth keeping in mind that while interest rates have increased, in many locations, at the time of writing they remain below their long-term averages even though they are significantly elevated compared to recent history. Refer to Figure 2.

FIGURE 2: INTEREST RATES, WHILE INCREASING, REMAIN BELOW THE LONG-TERM AVERAGE, AT LEAST FOR NOW  
Bank of England base rate (%)



ACTIVE CAPITAL

Against this uncertainty, there remains a case for the right real estate. Real estate continues to offer diversification - refer to Figure 3.

Previous cycles have also demonstrated that risk-adjusted returns outperform those of indirect real estate as evidenced in Figure 4. Not all real estate will perform equally, and investors will need strategies to position for resilience amid choppy waters.

Within sectors, we are likely to see polarisation in performance. Increased investor demand combined with the financing landscape may mean that the spread between prime and non-prime yields widens, with some non-prime assets potentially replicating levels which become economical for repositioning or repurposing.

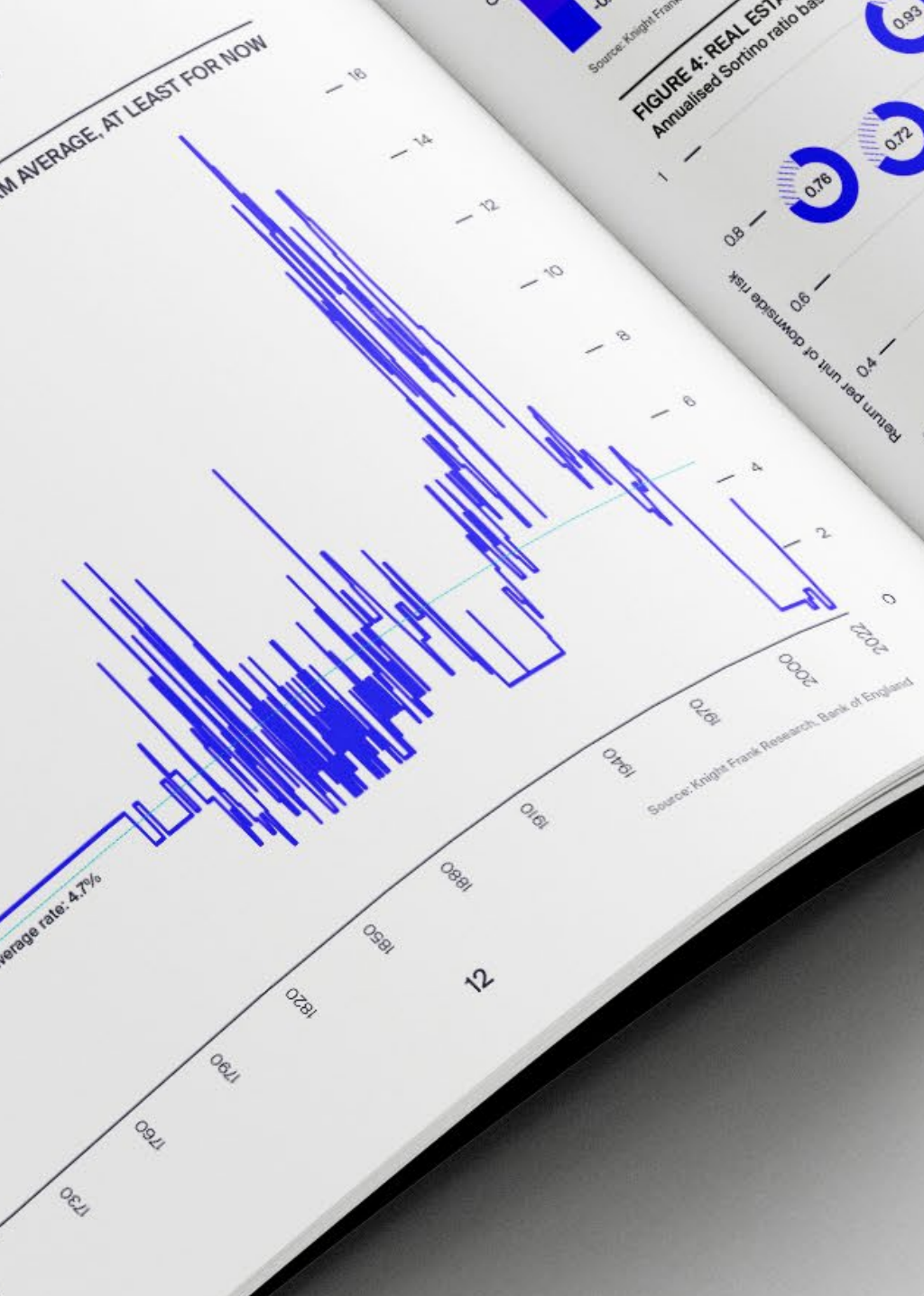


FIGURE 3: THE RIGHT REAL ESTATE OFFERS DIVERSIFICATION BENEFITS  
Correlation of returns

Real estate continues to offer diversification.

FIGURE 4: REAL ESTATE DEMONSTRATES FAVOURABLE RISK-ADJUSTED RETURNS  
Annualised Sortino ratio based on despoised returns



RISK VS RETURN  
The resilience of asset returns in relation to downside risk is particularly important in times of heightened uncertainty, and can be approximated using the Sortino ratio.  
A higher Sortino ratio indicates higher returns relative to downside risk and is therefore preferable. Using data from the past two decades, direct real estate records a superior Sortino ratio than REITs or global large and mid-cap equities.

Continued on following page

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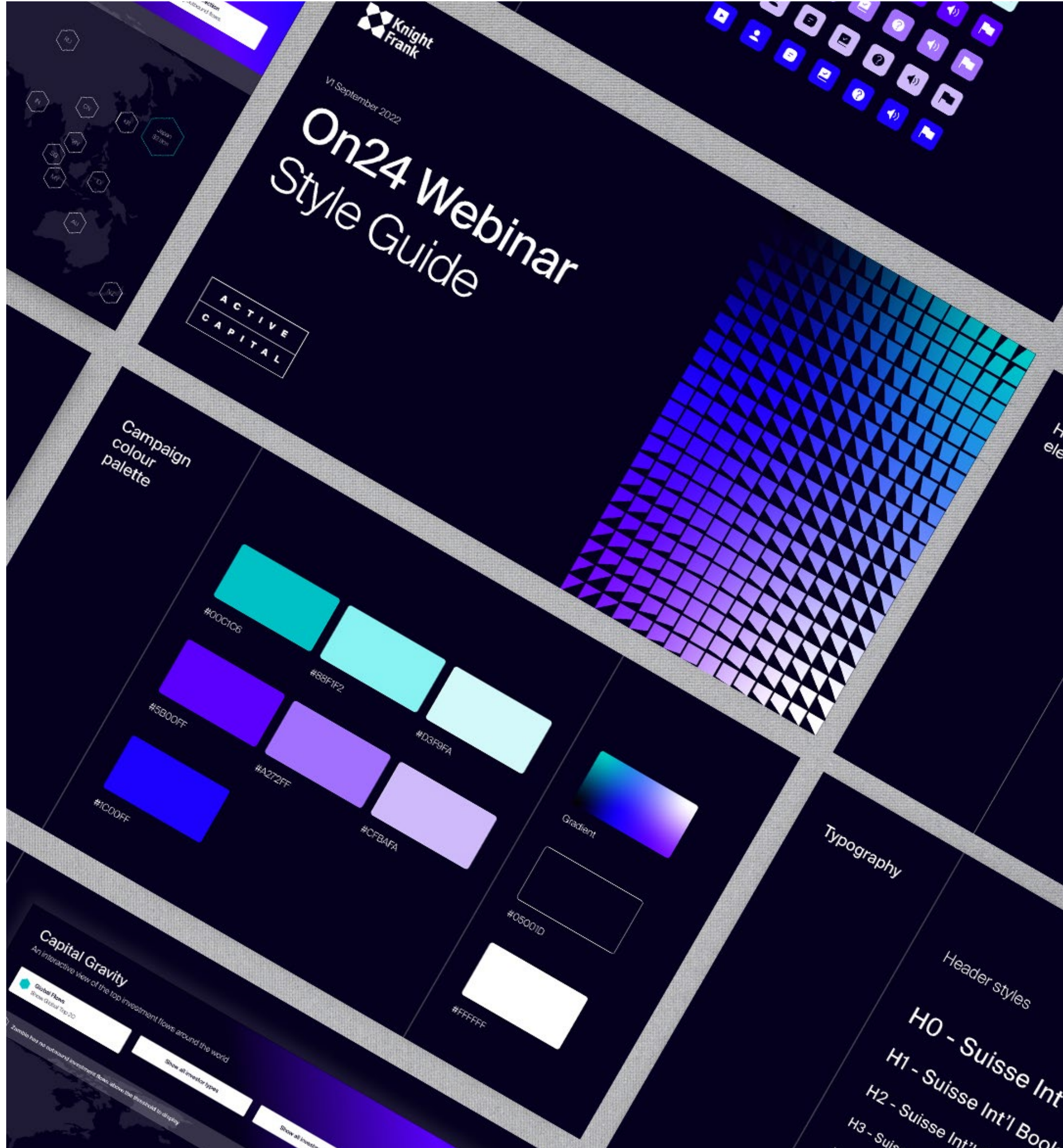
What it all means now

The outlook for the lending markets will be particularly key to activity levels next year. Currently we don't foresee something akin to the shock of the Lehman collapse, which is what precipitated the more significant GFC commercial real estate re-pricing. The lending market is more diverse if complex than prior to the GFC. Elevated swap rates are challenging performance as debt financed in 2018, or extended there will also be opportunities for equity injection / JVs as well.

Continued

Overall, 2023 is likely to be smaller lot sizes, domestic and other particularly private funds for target real estate. US Fed rate hike will be a challenge for equity injection / JVs as well.

Campaign guidance



Hero report - campaign key visual



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ACTIVE CAPITAL

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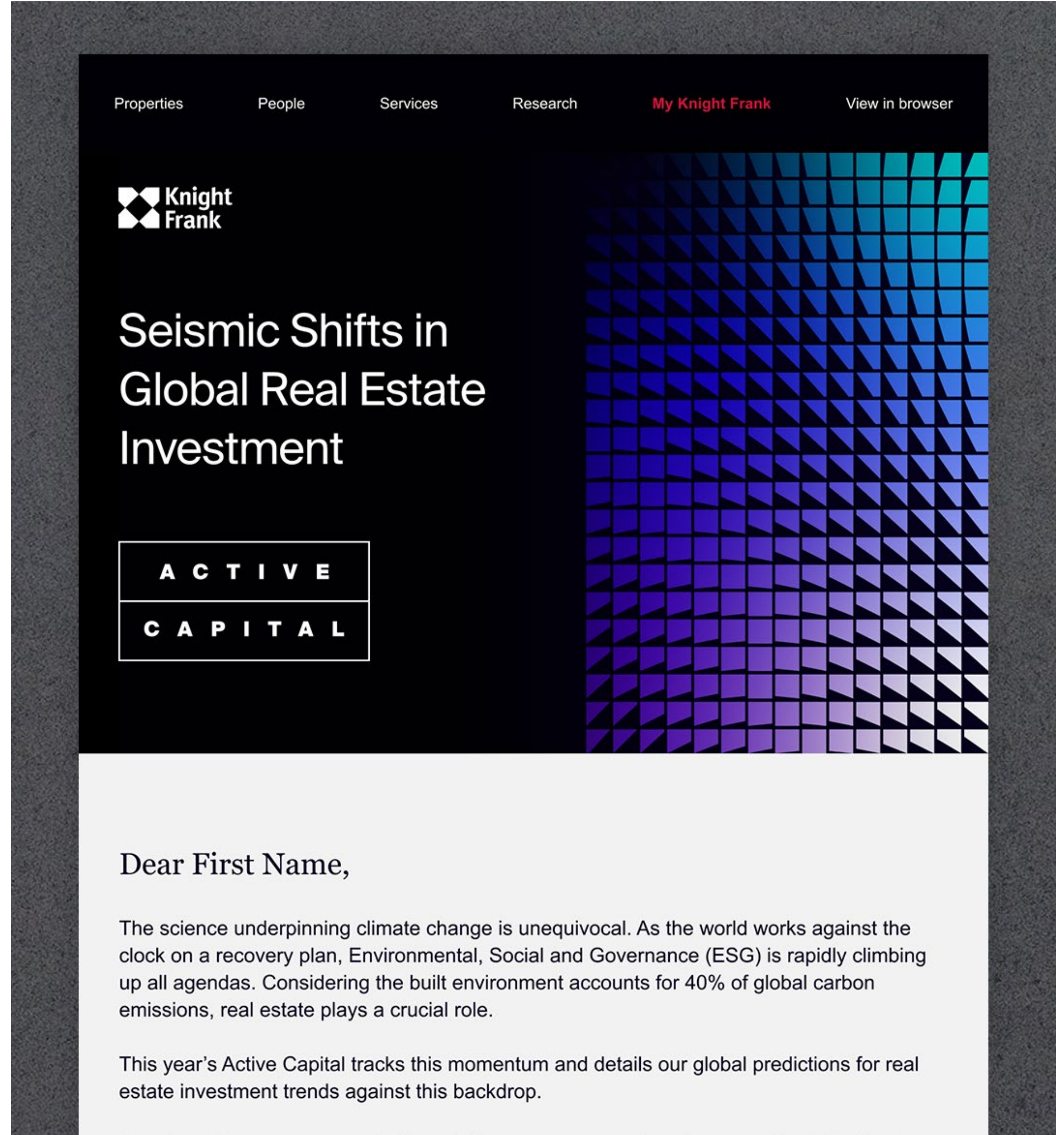
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An era in which smart investing matters more than ever

02 Capital gravity forecasts  
Forecasting global cross-border capital flows  
Predictions, commentary and methodology  
Regional outlooks

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Lessons from the crisis of 2008  
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## CIKLUM

Forging a brand that never stands still

I worked with alan Agency to re-brand Ciklum - a fast-moving brand that specialises in enabling digital transformation for household names and platforms.

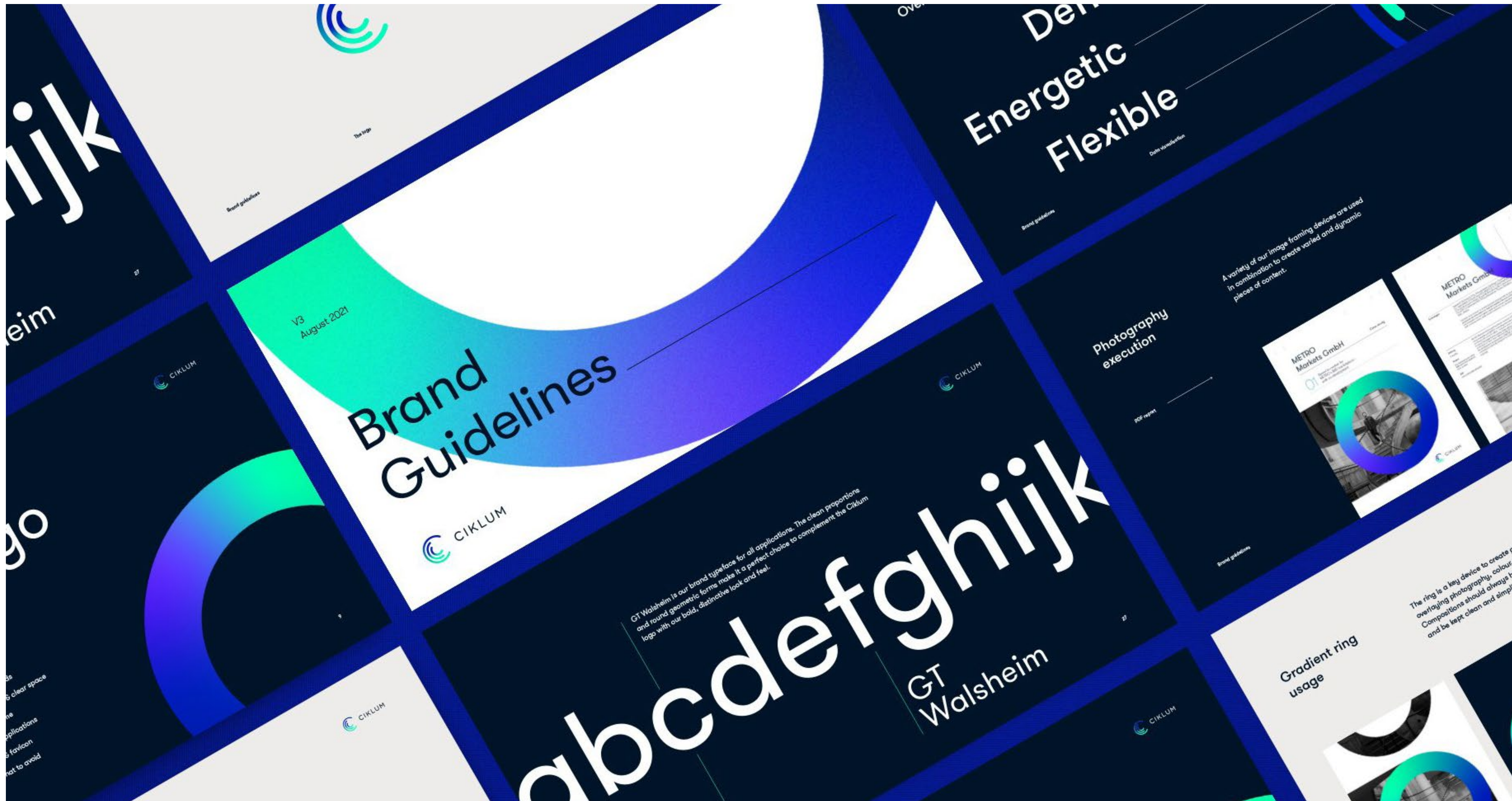
Ciklum came to us with a problem - they were being seen as a talent augmentation outfit and not a strategic partner.

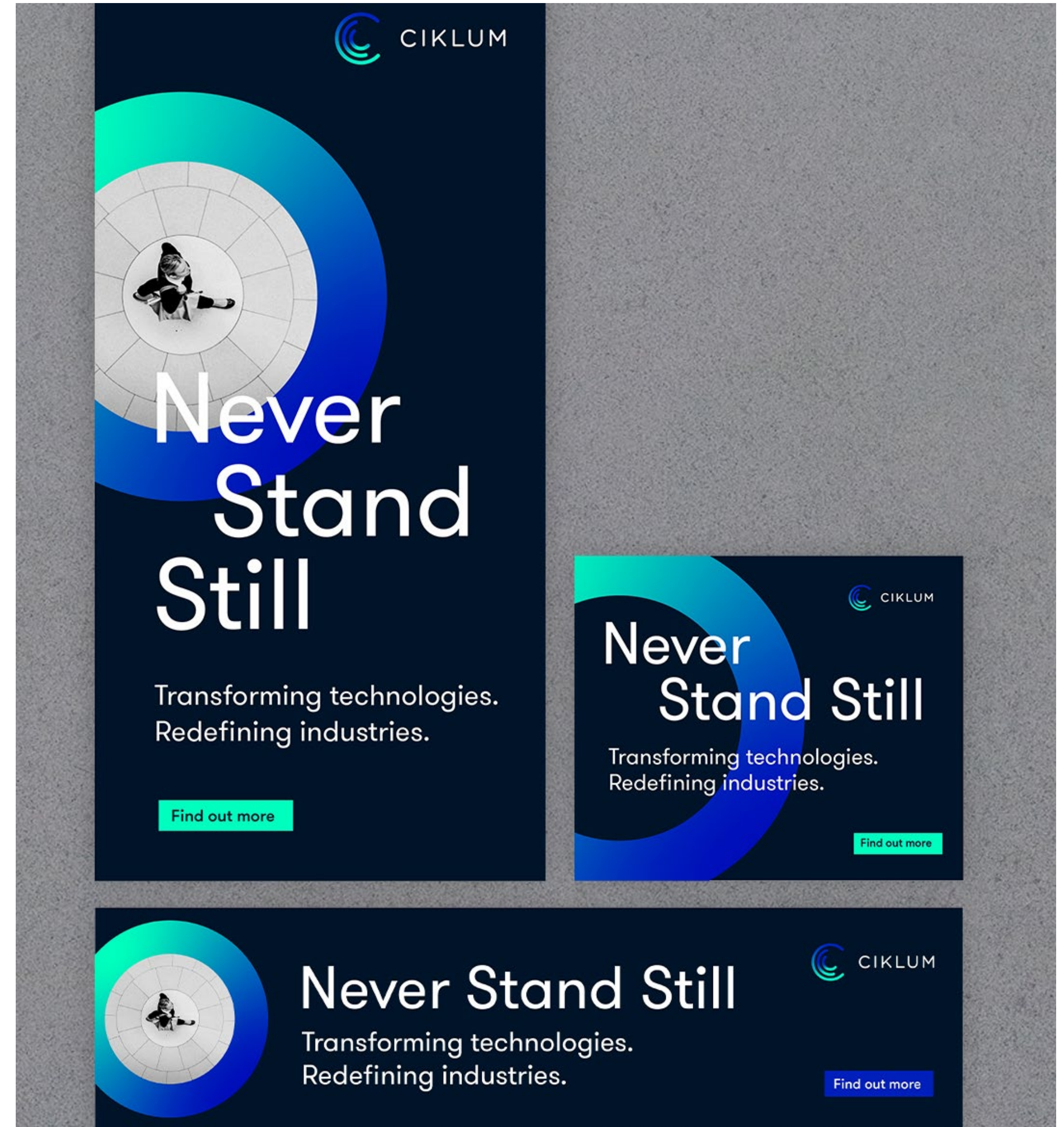
Ciklum had backing, talent, capabilities and credentials but no authentic brand to give them genuine meaning.

We needed to define who they are - unifying business with vision and a shared mission.

We formed a key idea with them - become the organisation that never stands still.

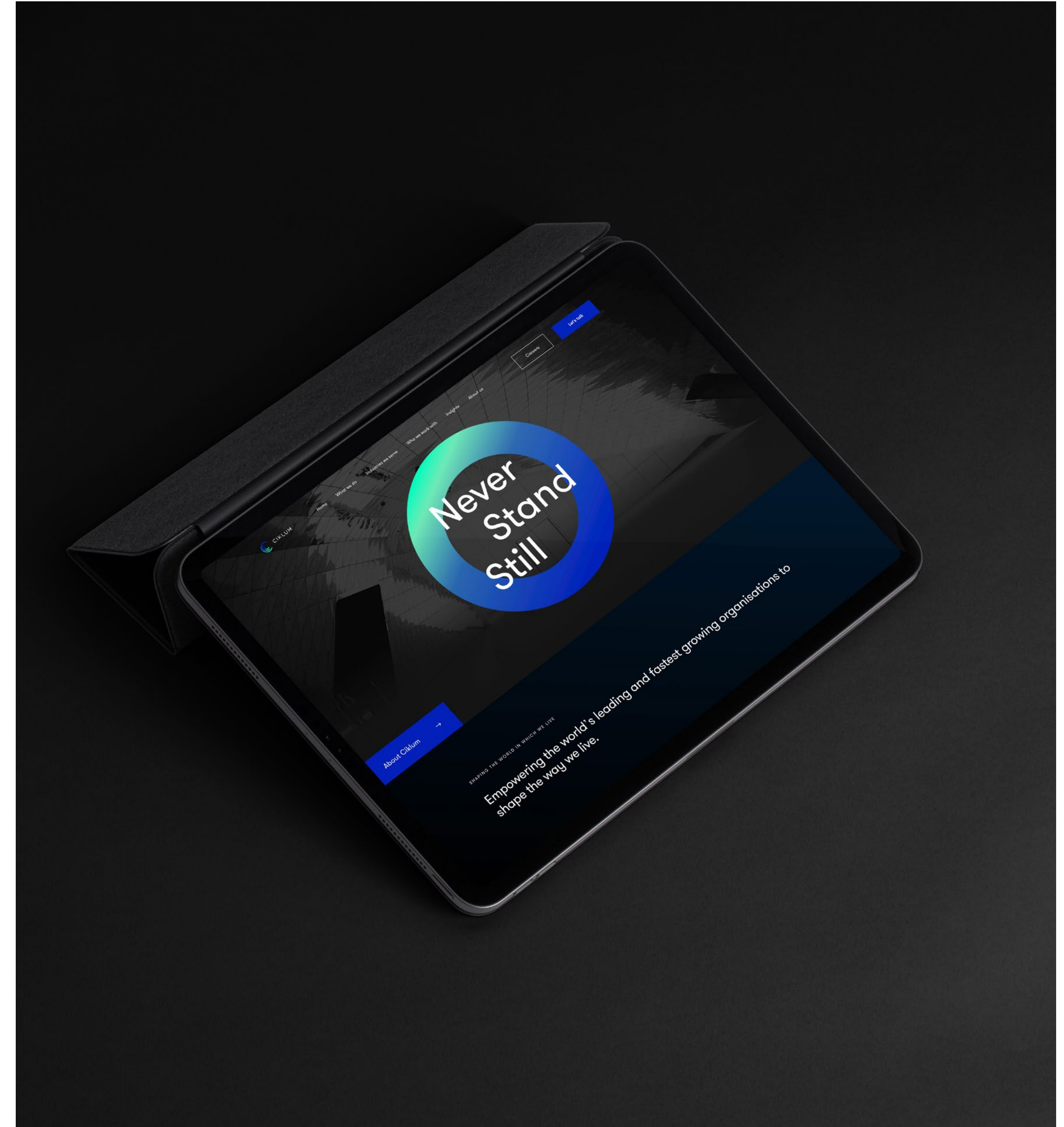
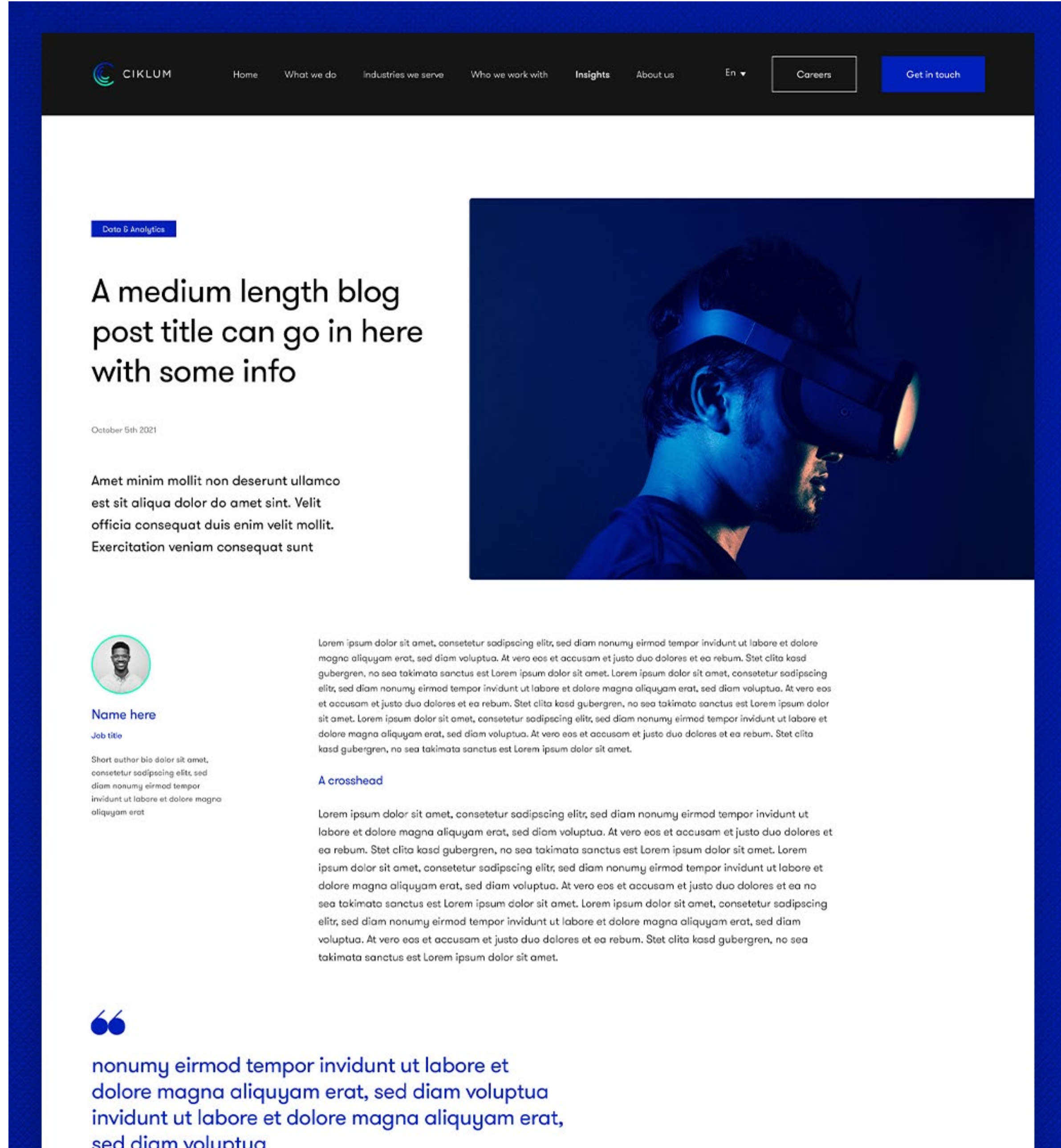
[Visit the live site](#)











...ing industries  
through relentless  
improvement

THE WORLD IN WHICH WE LIVE

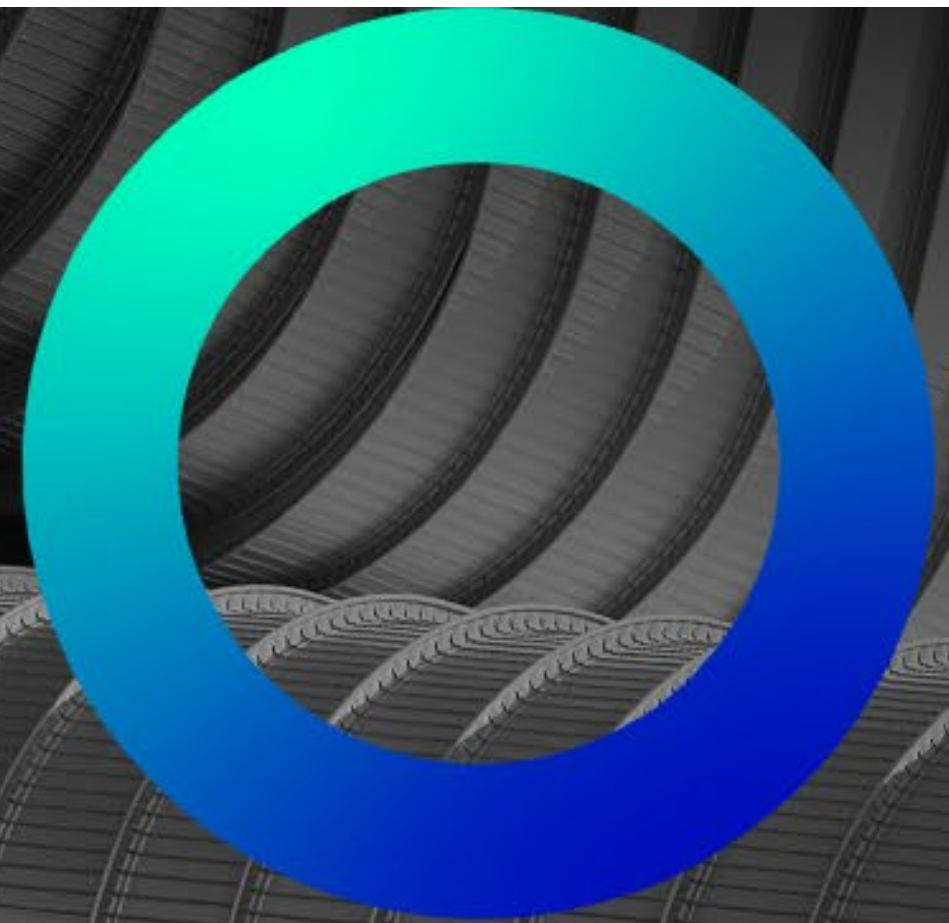
winners of tomorrow will be those that evolve, develop and iterate.  
...ntly and at speed.

...n, we realise this ambition.

...s make businesses truly innovative. We engineer technology that  
...nds to break boundaries and redefine their industries.

...gain.

never stand still in the pursuit of the extraordinary.



Blog

Whitepapers

Videos & podcasts

Press centre

AI

iGaming

Consumer

Continuous integration and delivery

Intelligent automation

Data and analytics

Clickum news

BFSI

Digital transformation

AI & Industry 4.0

Cyber Security

Quality Engineering

Trends

Product design

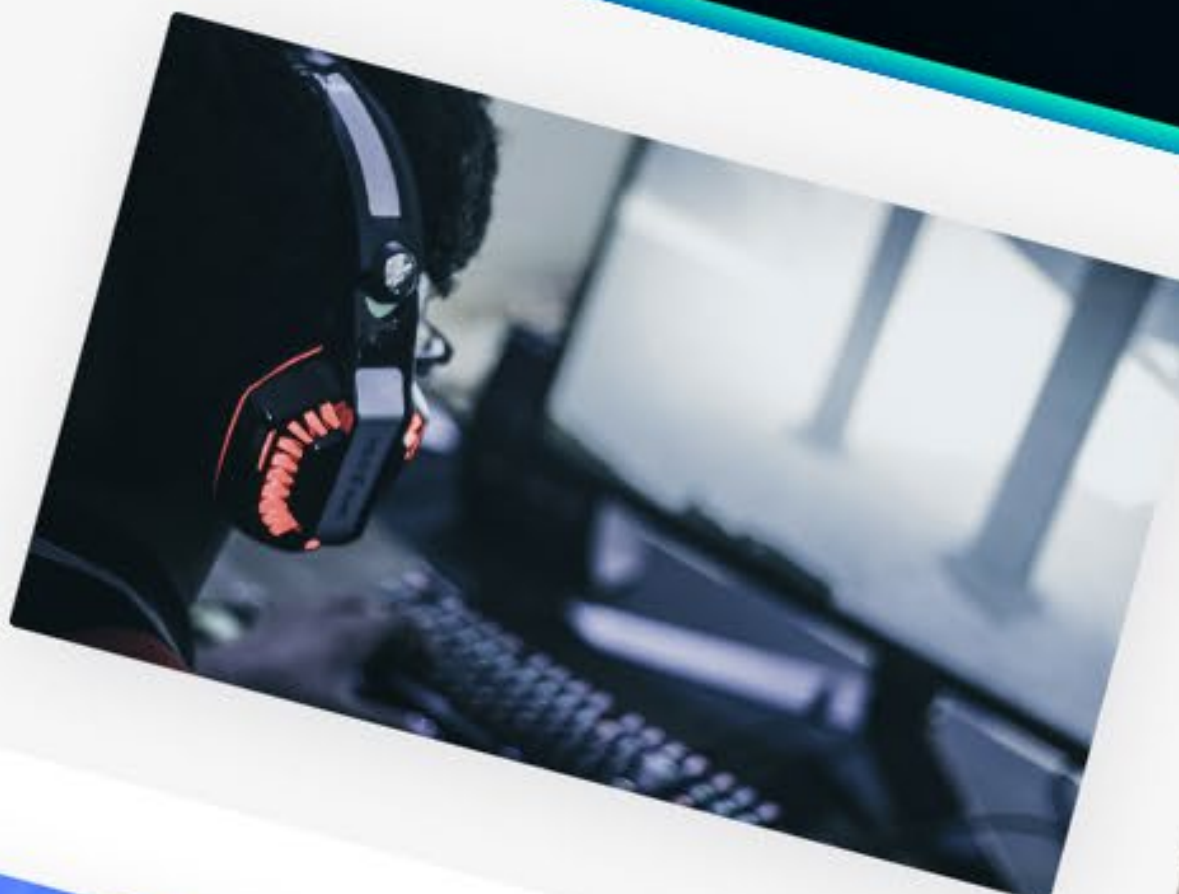
Clear filters

AI & Industry 4.0


Digital Transformation

### Who snoozes loses: Why staying agile is key for the iGaming industry

October 5th 2021



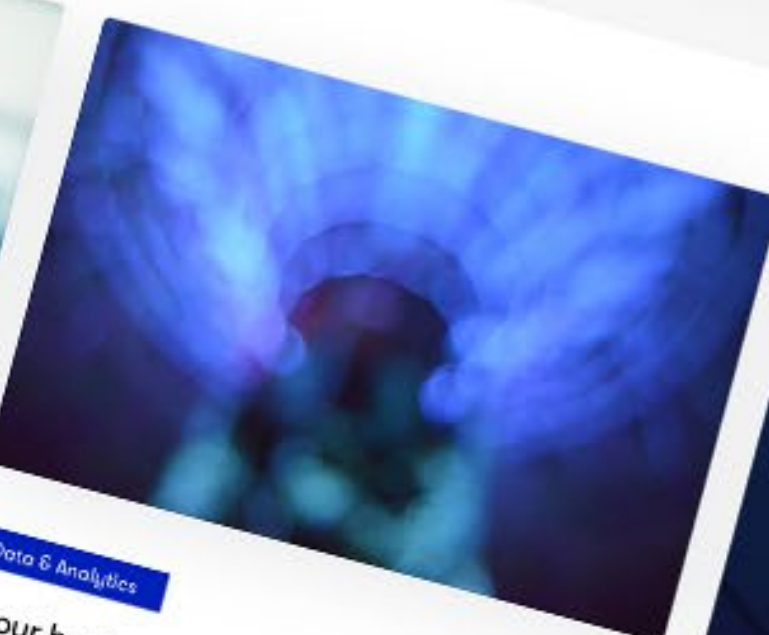
Data & Analytics



### Is your business fully exploiting data? Here's what might be holding you back

October 5th 2021


Data & Analytics



### Is your business fully exploiting data? Here's what might be holding you back

October 5th 2021

Data & Analytics



### Is your business fully exploiting data? Here's what might be holding you back

## SEYMOUR STREET

A vision of a luxury Marylebone lifestyle

I worked with Surgery&Redcow to art direct and develop the new brand for One Seymour Street, a suite of contemporary apartments in the heart of London's Marylebone.

The scope of work included branding and logo suite design, a beautiful print brochure, bespoke lifestyle film and collection of photography, a fully responsive website, social media assets, marketing suite, and street hoardings.

[Watch the film](#)

An essential part of the brief was to create a sense of the luxury lifestyle and make the development feel "quintessentially Marylebone".

We worked in partnership with the developers and marketing team throughout to create a sophisticated identity to drive interest in the development and to tie in effortlessly with the architect's vision.



Luxury print brochure



Lifestyle photography



one

| SEYMOUR STREET  
| MARYLEBONE

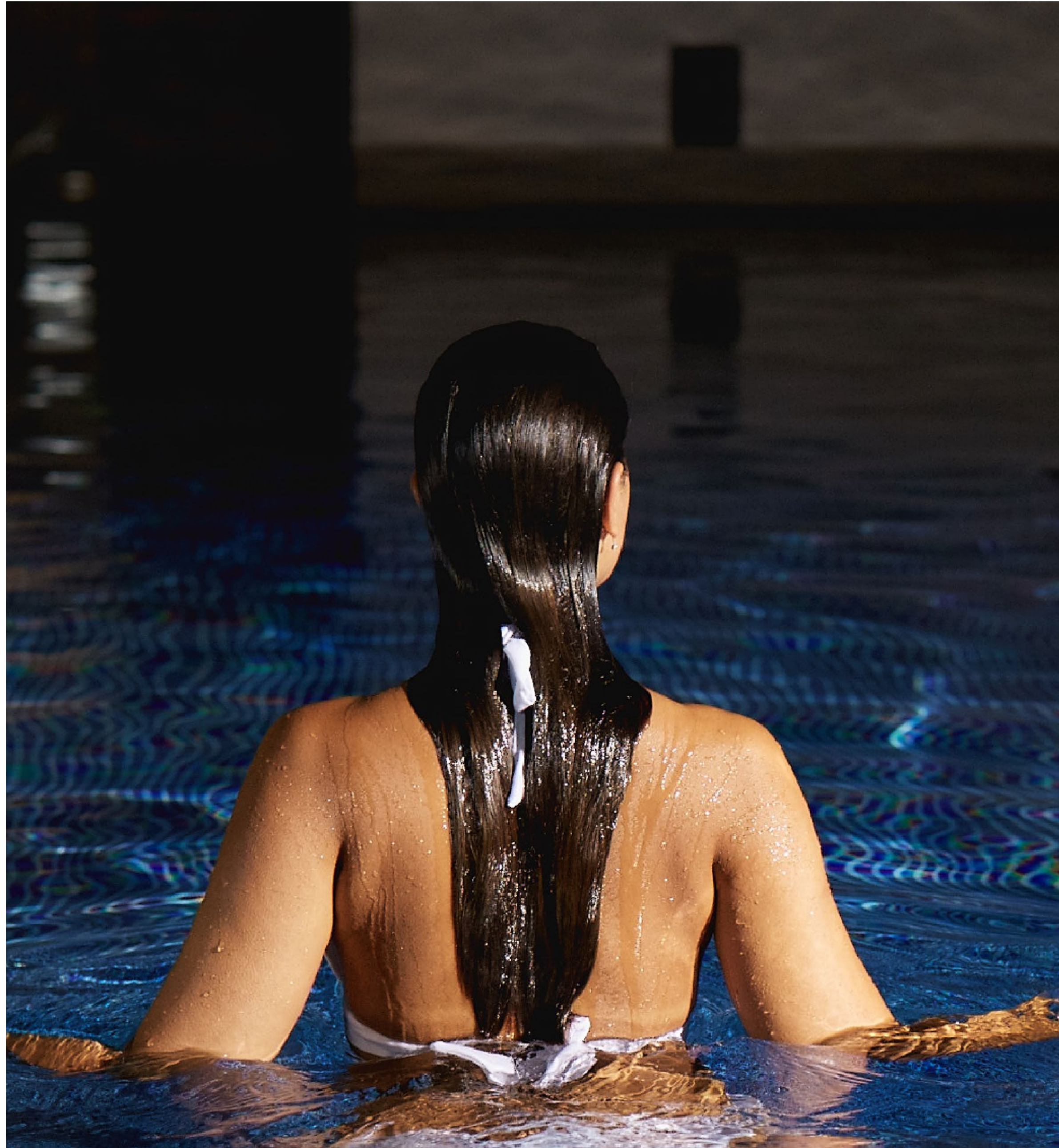
seven

| SEYMOUR STREET  
| MARYLEBONE

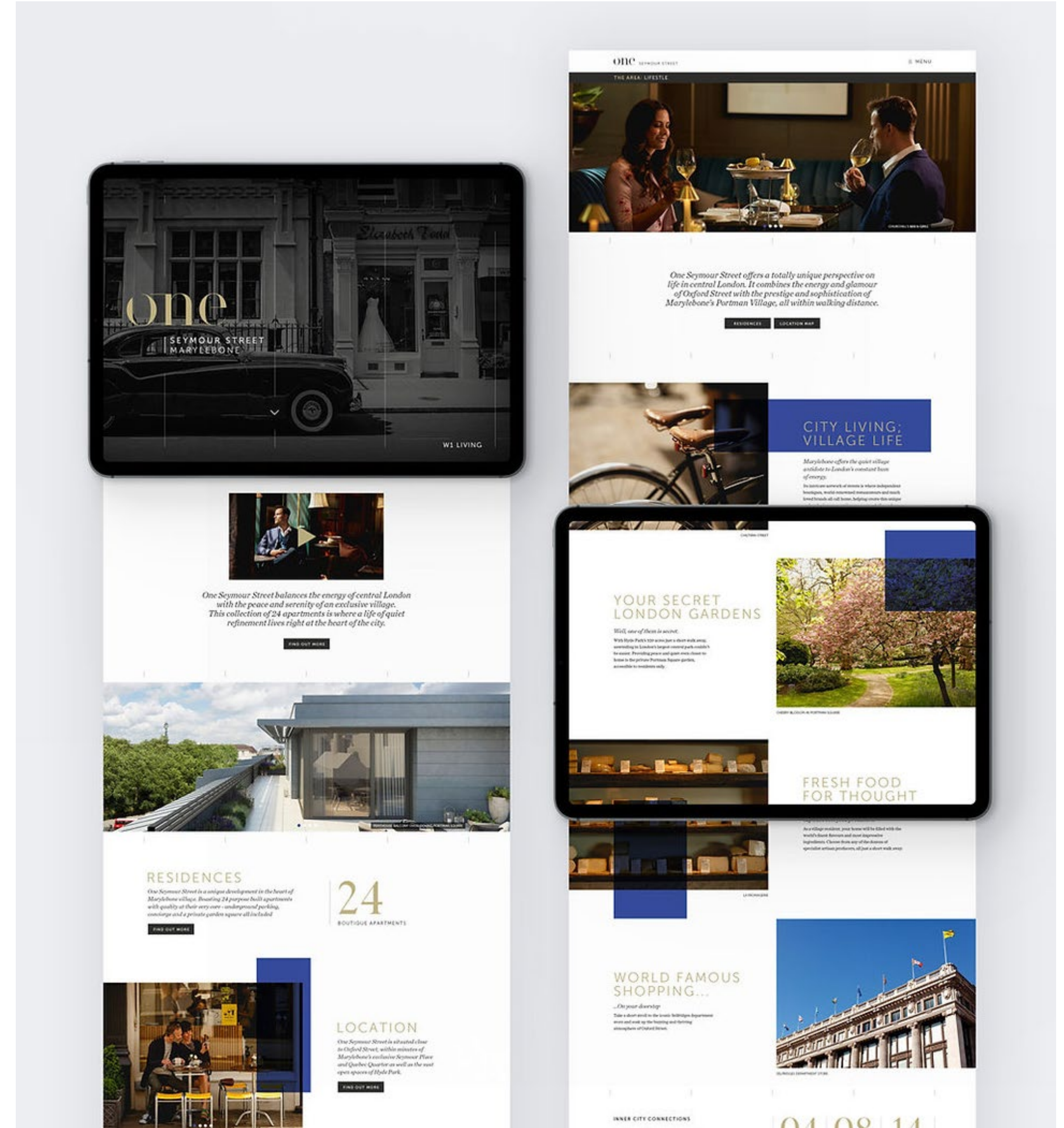
nine

| SEYMOUR STREET  
| MARYLEBONE

Lifestyle photography



Website design





# One

SEYMOUR STREET  
MARYLEBONE

COMPLETION  
Q2 2018

RESIDENTIAL  
ENQUIRIES  
[ONESEYMOURSTREET.COM](http://ONESEYMOURSTREET.COM)

Sole selling agent

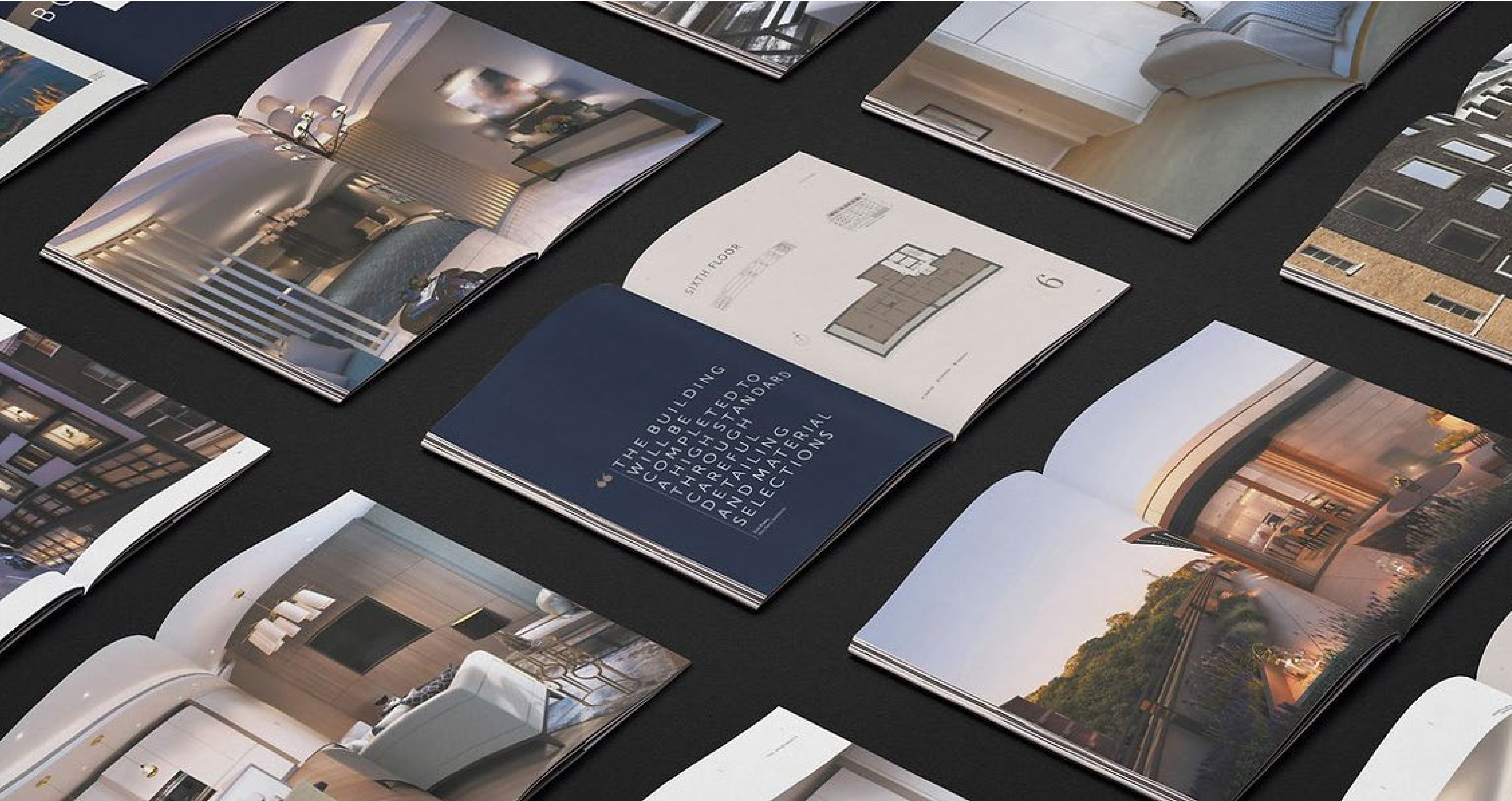


020 7971 7639





Luxury print brochure



## MSCI

Crafting beauty through complex data

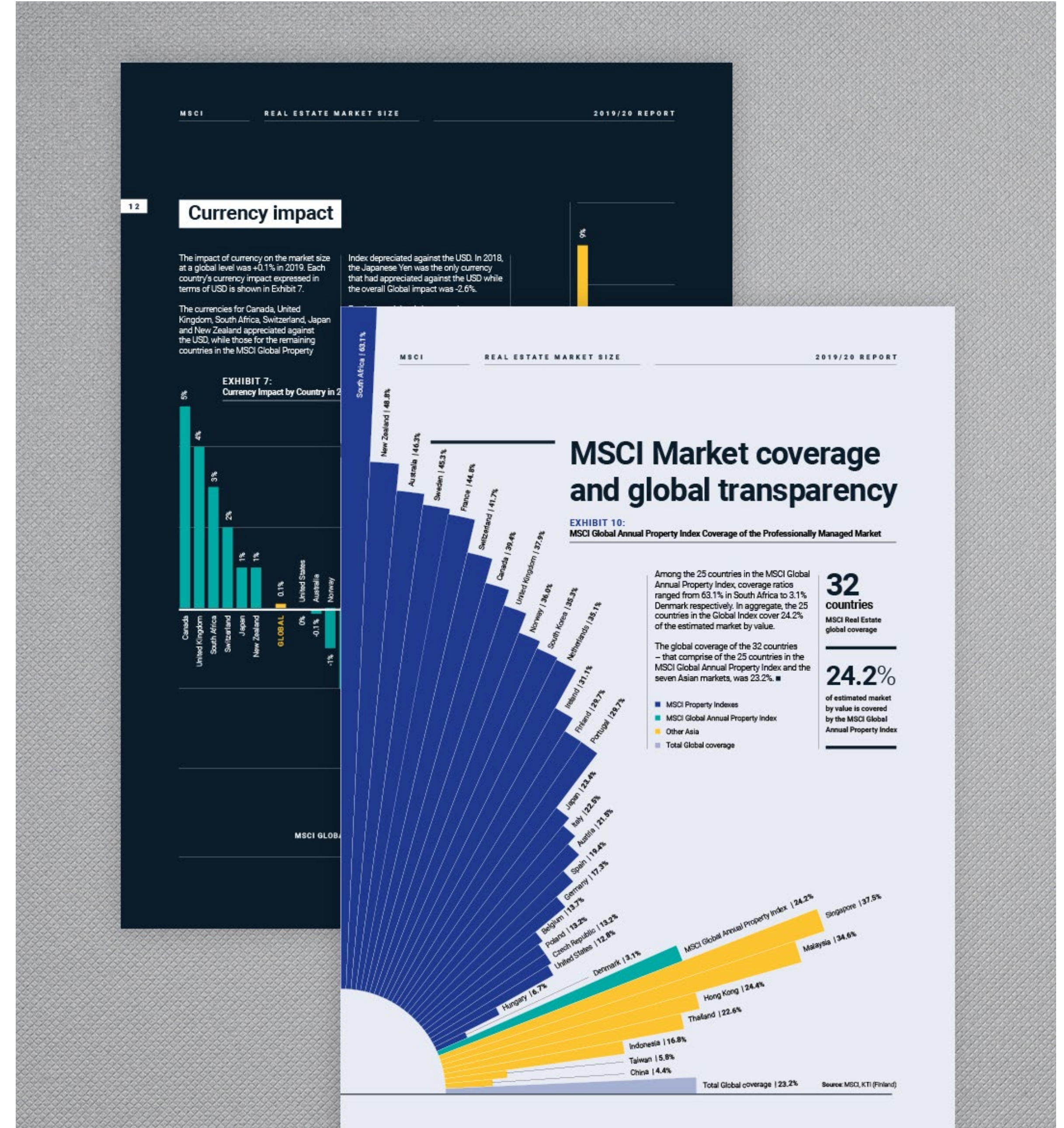
I worked with alan Agency and MSCI to create their Real Estate Snapshot, and Real Estate Market Size reports from 2018–2021.

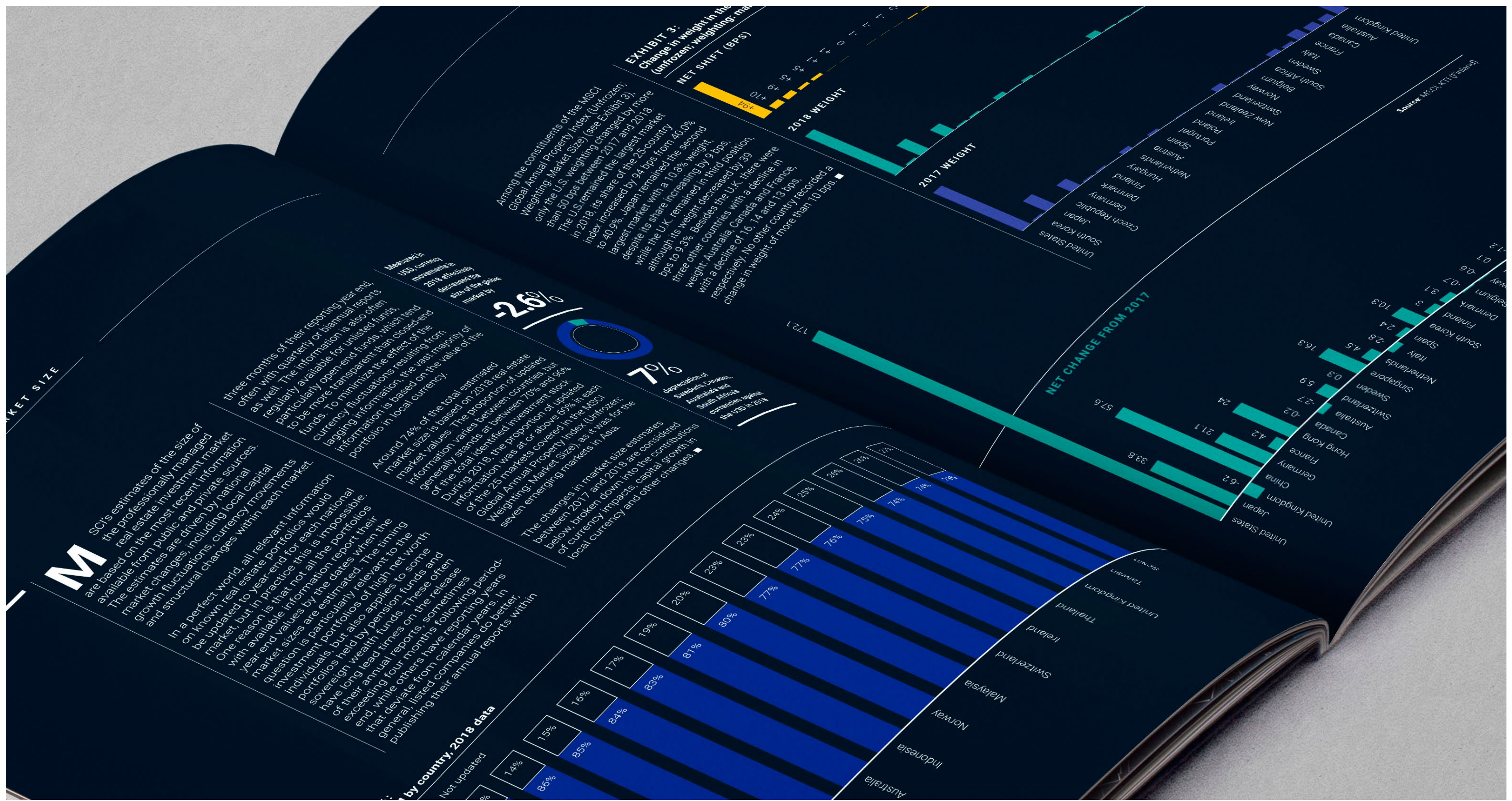
The main purpose of each report is to act as a guide to help investors make informed decisions and to look at the investment landscape from different angles.

MSCI wanted to create something that stood out in an environment of dull white papers and showcased their data and insights in an engaging way. The challenge was to leverage data deep dives while prioritising clarity and making the information accessible.

The reports have helped to re-imagine how MSCI present and visualise their insights and continue to create a positive impact for the brand.









## 8 EATON LANE

A rare opportunity for Belgravia

CIT approached the team at Sectorlight to craft a new website and branded collateral for their new development - 8 Eaton Lane. As one-of-a-kind residences with views over Grosvenor Gardens, it was crucial to capture the essence of life in Belgravia and to give the development a serene and luxurious impression.

CIT wanted to encourage potential new residents to find a sanctuary at the gateway to central London's most coveted village. We developed a suite of lifestyle photography, following the perfect day through the area, as well as a crafted web experience to showcase the beautiful finishes, amenities, and life in beautiful Belgravia.

The Residences

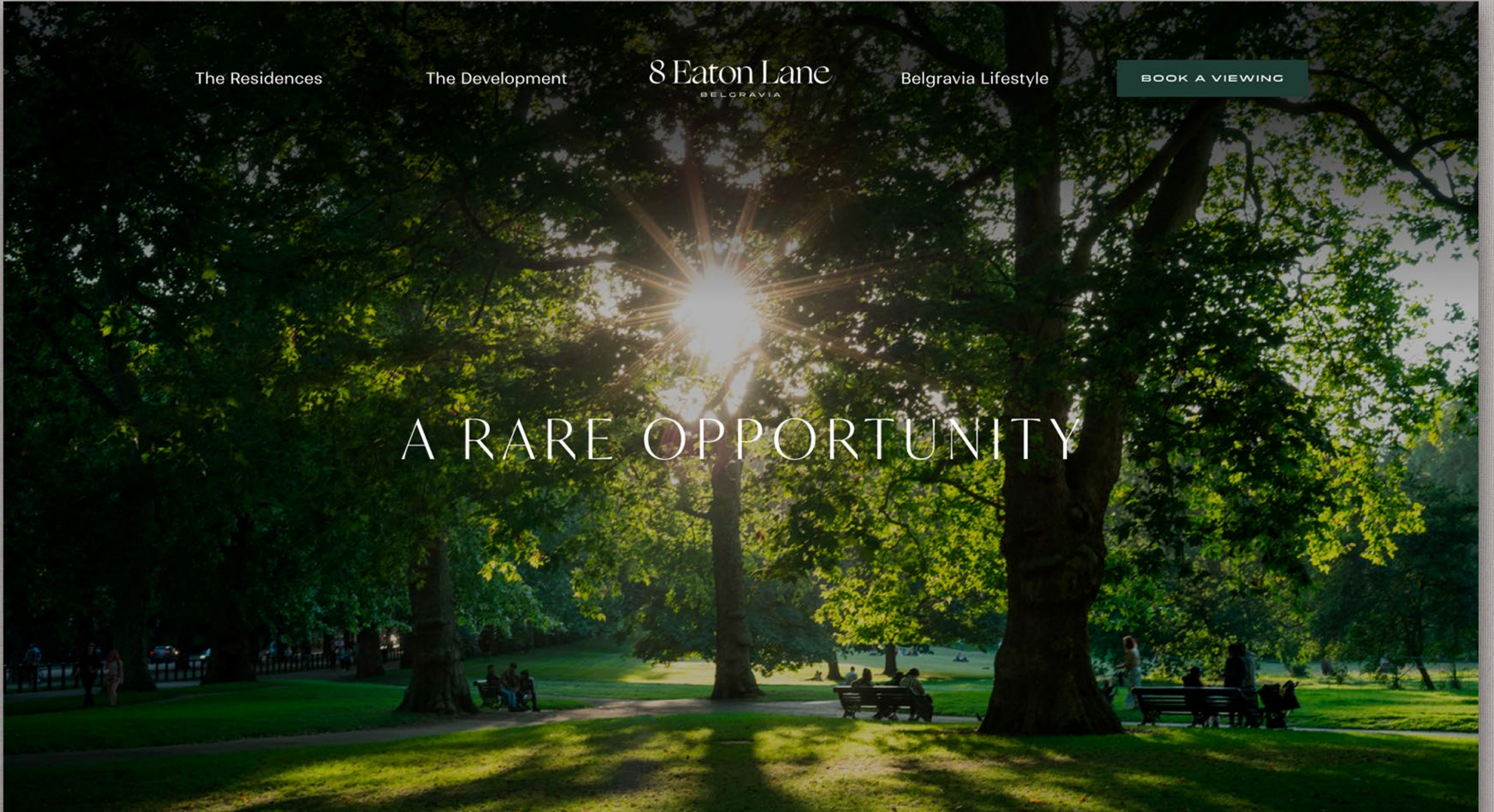
The Development

8 Eaton Lane  
BELGRAVIA

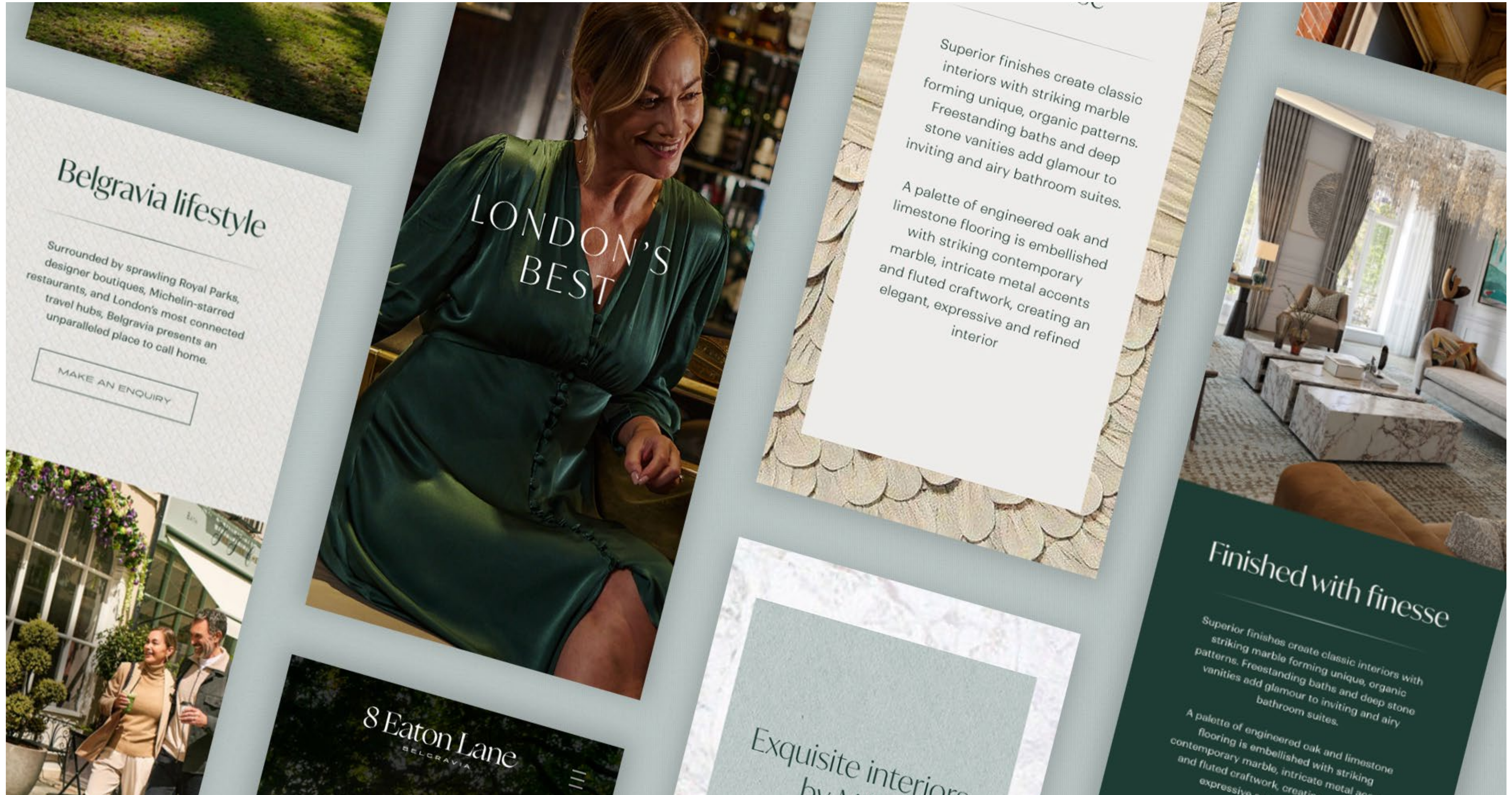
Belgravia Lifestyle

BOOK A VIEWING

# A RARE OPPORTUNITY







## Belgravia lifestyle

Surrounded by sprawling Royal Parks, designer boutiques, Michelin-starred restaurants, and London's most connected travel hubs, Belgravia presents an unparalleled place to call home.

MAKE AN ENQUIRY

# LONDON'S BEST

Superior finishes create classic interiors with striking marble forming unique, organic patterns. Freestanding baths and deep stone vanities add glamour to inviting and airy bathroom suites.

A palette of engineered oak and limestone flooring is embellished with striking contemporary marble, intricate metal accents and fluted craftwork, creating an elegant, expressive and refined interior

## Finished with finesse

Superior finishes create classic interiors with striking marble forming unique, organic patterns. Freestanding baths and deep stone vanities add glamour to inviting and airy bathroom suites.

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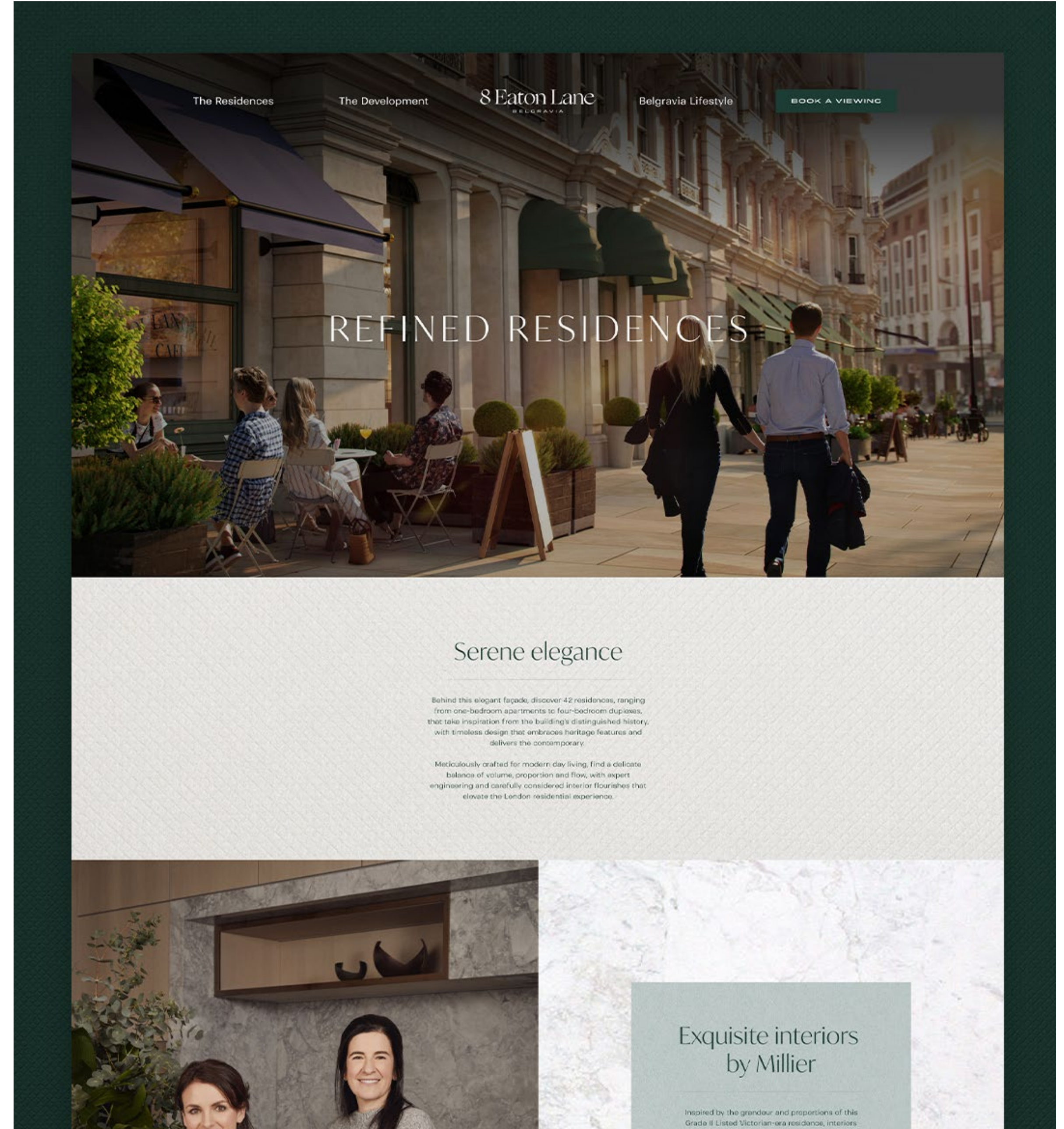
8 Eaton Lane  
BELGRAVIA

Exquisite interiors  
by...

Branded collateral



Website design





## The development

42 luxury residences with outstanding amenities including pool, gym and cinema plus 11 ground floor retail and leisure units. Completing 2024

[DISCOVER MORE](#)

## Belgravia lifestyle

Surrounded by sprawling Royal Parks, designer boutiques, Michelin-starred restaurants, and London's most connected travel hubs, Belgravia presents an unparalleled place to call home.

[DISCOVER MORE](#)

## Finished with finesse

Superior finishes create classic interiors with striking marble forming unique, organic patterns. Freestanding baths and deep stone vanities add glamour to inviting and airy bathroom suites.

A palette of engineered oak and limestone flooring is embellished with striking contemporary marble, intricate metal accents and fluted craftwork creating an elegant, expressive and refined interior.

Website design



Lifestyle photography



## IUS LABORIS

### The Word

I have had the pleasure of working with global law firm Ius Laboris on their beautiful annual report "The Word" from 2018 to 2021.

Ius Laboris felt that their content was lost and lacking a real point-of-view in the industry.

Working in partnership with Raconteur, we were able to add vibrancy to stories on the changing world of HR law. We amplified Ius Laboris

through a full content audit, giving weight to the pieces through dynamic editorial design, data visualisation and bespoke illustration.

We are now working with Ius Laboris' digital team to re-purpose and adapt content to take the report from print to an online content hub proposition, transforming their content strategy and giving them new authority in the industry.

# AI Innovation brings the risk of bias

LIAMSON

or

**While technology can help address unfairness in recruiting, employers must guard against unexpected bias**

The global adoption of home working will, arguably, have the biggest long-term impact of any development. It will potentially risk creating a two-tiered workforce of those able to work from home and those who cannot. Those able to work from home have already experienced the benefits of less commuting and more family time.

Home working and video meetings will hit hard those city-centre jobs that are dependent on masses of office-based workers in need of nourishment or other services on their doorstep. Those able to work from home, at least partially, will look locally for the coffee shops and retail outlets they previously visited close to offices. This will create new jobs in the suburbs and towns.

Employers and employment law will need to adapt to the New Normal. Managing mental health will become core to health and safety obligations with more home working. Data security will also pose new challenges.

**1 in 4**

organisations expect to reduce their office space to save on rent

**1 in 3**

organisations expect to change recruitment strategies to cut costs

THE NEW NORMAL

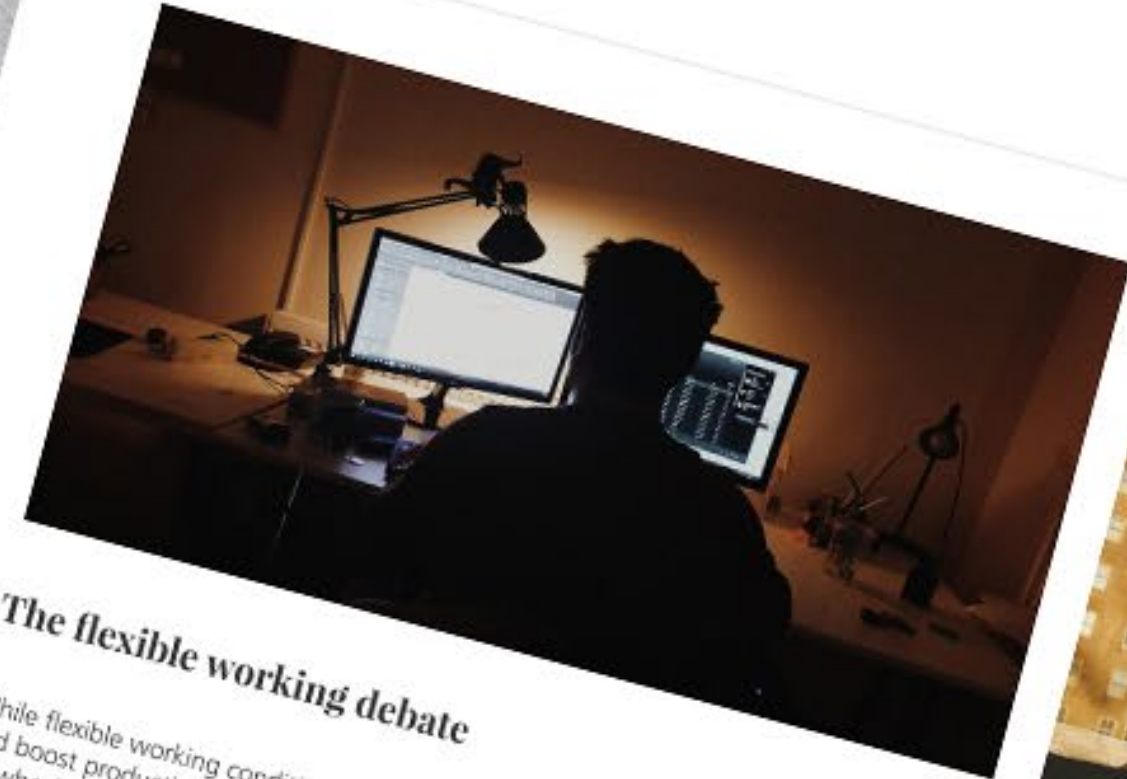
# Changing our cityscapes for the long term

FOREWORD

## Welcome to The Word —

Ius Laboris is consistently recognised as the leading legal service provider in employment, immigration and pensions law. Our firms help international employers navigate the world of work successfully.

[EXPLORE THE REPORT](#)



### The flexible working debate

While flexible working conditions can boost productivity, there are also drawbacks







THE SUPERB DESIGN AND VISUAL REALISATION OF  
COMPLEX DATA HAS COMPLETELY MADE US  
RE-THINK HOW WE PRESENT OURSELVES ONLINE  
AND HAS PROVEN TO BE THE INSPIRATION FOR A  
WHOLE NEW APPROACH FOR 2022

**Sam Everatt, Executive Director, Ius Laboris**





WORD

FORCES FOR CHANGE

# TAKING OWNERSHIP OF DATA PRIVACY

## Safeguarding data privacy is the responsibility of all staff, not just those in HR or IT

**T**he huge reliance organisations have on data, coupled with tough new privacy laws in many parts of the world and the growing threat of the increasing part of the HR remit. It's also something that many HR professionals say their organisations should be doing better at. According to the Ins Laboris HR professionals survey, 69 per cent of HR professionals say their organisations currently have all necessary processes, policies and procedures in place to process data properly. Just 8 per cent ranked one of their top priorities. "We need to offer a better service to our customers. We need to collect more data," says a list

allow the collection and processing of personal data and is it protected from unauthorised access? Is data compliance ensured if data processing is outsourced?"

The level of fines handed down to organisations that have failed in their data responsibilities makes it easy to see why this must be a high priority, especially within the European Union, where the General Data Protection Regulation (GDPR) came into force in May 2018 and brought with it the prospect of fines of up to EUR 20 million or 4 per cent of turnover. And regulators are starting to use those powers. In France, the regulator (the CNIL) issued a EUR 50 million fine to Google for a lack of transparency to customers and the absence of appropriate information provided to customers and the absence of appropriate information provided.

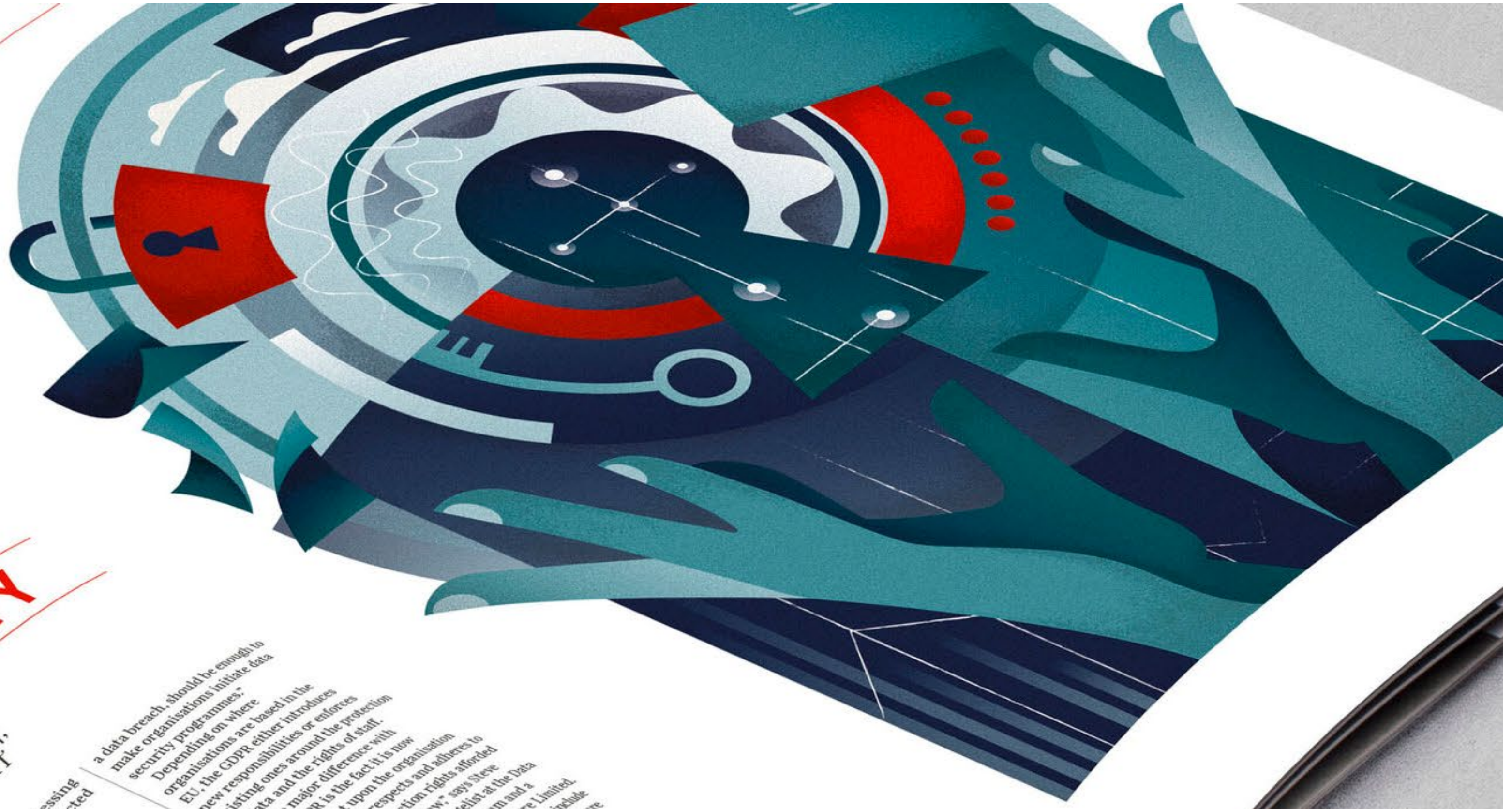
Flavins Plesu, chief executive of Outthink, which uses software to identify high-risk employee behaviour, says: "The financial penalties that can be imposed under the GDPR, coupled with potentially unlimited reputational and operational damage caused by a data breach, should be enough to make organisations initiate data security programmes."

Depending on where organisations are based in the EU, the GDPR either introduces new responsibilities or enforces existing ones around the protection of data and the rights of staff. "The major difference with the GDPR is the fact it is now incumbent upon the organisation to ensure it respects and adheres to the data protection rights afforded under this new law," says Steve Wright, chief evangelist at the Data Protection World Forum and a partner at Privacy Culture Limited. "Examples of the new rules include the right to be forgotten or erase once an employee has left the organisation, assuming there are no other legitimate grounds for retaining the personal data, such as tax laws or health and safety registers."

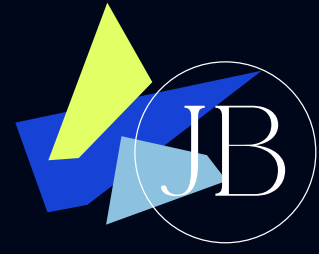
**AN ONGOING TASK**

Philip Nabben, partner at Bronsgeest Deur Advocaten, has

CONTINUED ON







## THANK YOU

For further information or to discuss a role, please do get in touch.

### Mobile

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### Email

[joannabirddesign@gmail.com](mailto:joannabirddesign@gmail.com)

### Website

[www.joannabirddesign.com](http://www.joannabirddesign.com)