

# CV

## Welcome to my CV

Please use the interactive menu across the top to navigate between chapters.

I can offer freelance support for:

### Artwork

I have 30 years' experience, working in studios and agencies across London and the South West. My work has ranged from below-the-line to business-to-business, retail and consumer marketing, incorporating corporate and product literature, advertising and exhibitions.

### Presentations

I've worked with PowerPoint™ for about 10 years producing presentations, for business-to-business clients and am able to produce templates for clients to populate.

### Proofreading

I love the English language and have a good eye for detail: essential qualities for a professional proof-reader. With my experience hand-marking printers' galley setting in the 1980s to digital proof correction in Acrobat and MSWord, you can be confident that your copy will be bloop-free!

PowerPoint is a registered trademark of the Microsoft Corporation, and acknowledgement and apologies to Adobe for shamelessly appropriating the InDesign interface here!



- Artwork**
- Advertising
  - Capability brochures
  - Corporate guidelines
  - Divisional/product literature
  - Exhibitions
  - Product sheets/ case studies
  - Promotional items
  - Stationery
  - Vehicle livery

- PowerPoint**
- Corporate presentations
  - Template example and guidelines

- Proofreading**



## More leader than follower

- By pioneering property search systems since 1984.
- By innovating technology that improves your workflow.
- By creating the largest search network to give you more choice.
- By understanding risk and helping you manage it.
- By providing first-class training to keep your employees motivated.
- By working alongside you to help your business thrive.

**By leading the way, no wonder 75% of the UK's top 100 law firms choose SearchFlow.**

To find out more, call 0870 460 0031, email [info@searchflow.co.uk](mailto:info@searchflow.co.uk) or go to [www.searchflow.co.uk](http://www.searchflow.co.uk)



**...the best way**



## More listener than talker

- By taking the time to understand your needs.
- By giving you a name and a face, not just a number.
- By seeing the big picture as well as the details.
- By being conscious of your reputation and helping you keep it.
- By staying dedicated to helping your business thrive.

**By keeping our ears open, no wonder 75% of the UK's top 100 law firms choose SearchFlow.**

To find out more, call 0870 460 0031, email [info@searchflow.co.uk](mailto:info@searchflow.co.uk) or go to [www.searchflow.co.uk](http://www.searchflow.co.uk)



**...the best way**



## More partner than provider

- By delivering integral property search technology.
- By innovating ideas that create new opportunities.
- By going the extra mile.
- By staying committed to helping you thrive in the future.
- By never settling for second best.

**By working together, no wonder 75% of the UK's top 100 law firms choose SearchFlow.**

To find out more, call 0870 460 0031, email [info@searchflow.co.uk](mailto:info@searchflow.co.uk) or go to [www.searchflow.co.uk](http://www.searchflow.co.uk)



**...the best way**

*A campaign of trade press ads for SearchFlow, conveying property search specialists*

### Artwork

#### Advertising

SearchFlow SPS ZEITECS IOP

Capability brochures

Corporate guidelines

Divisional/product literature

Exhibitions

Product sheets/ case studies

Promotional items

Stationery

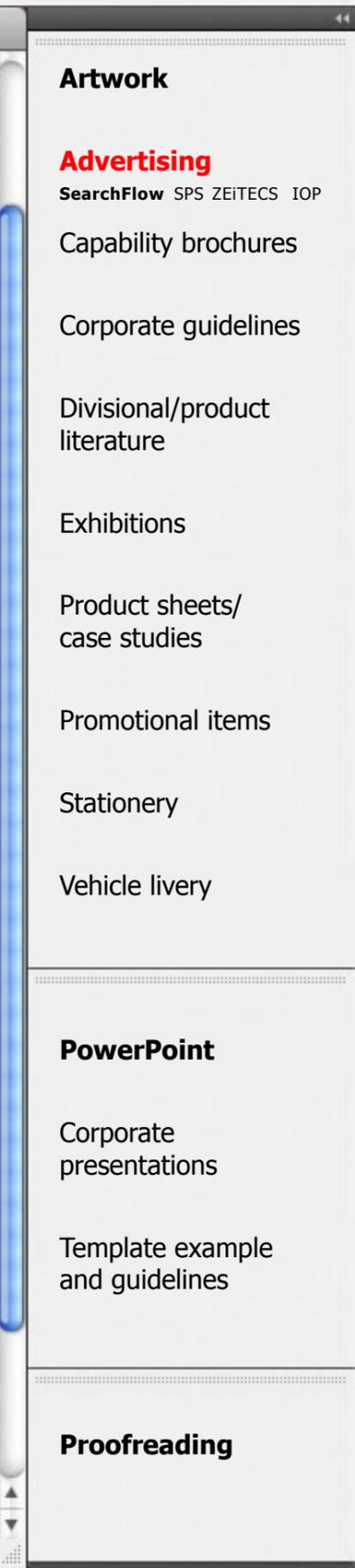
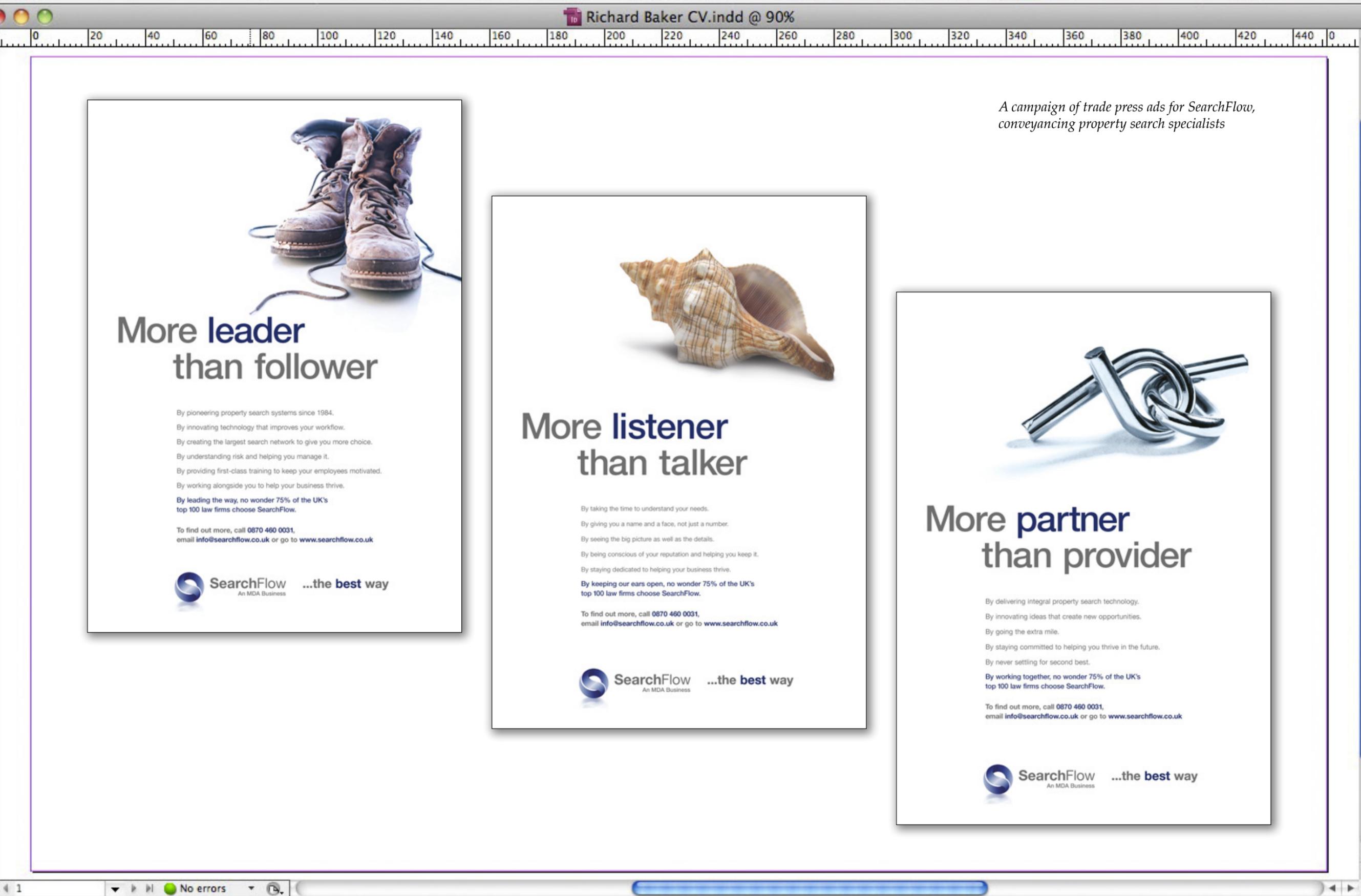
Vehicle livery

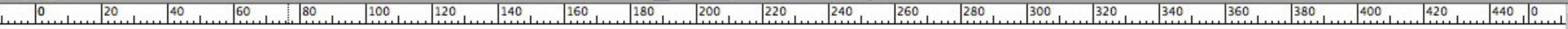
### PowerPoint

Corporate presentations

Template example and guidelines

### Proofreading





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- Proofreading

Trade show and trade press ads for SPS, an oil & gas wellbore cleanup company. Some trade publications have relatively low ink limits, so heavily inked images such as these have to be managed using UCR (Under Colour Removal) in Photoshop

# What are you risking?



**Well construction is no game, but it can certainly be a gamble.**

There's always risk, but could you be adding to it needlessly by leaving out one vital component?

If you're not already integrating specialist cleanup into your well construction programme, you're gambling with your asset. And debris in your wellbore threatening non-productive time is the least of your worries.

Leave even a tiny fragment downhole and it's more than an operational issue. You risk damaging your asset, jeopardising its future productivity and shortening the working life of your well. Perhaps your teams are already working together to work it out. But are you willing to take the chance?

With a single independent team responsible for an optimally clean wellbore - from management to validation - Wellbore Assurance™ is the surest way to remove the debris. Reduce the risk. And remove the doubt.

Speak to the specialists at SPS. We'll help safeguard your success.

Discover the real value of wellbore debris on Stand 1726 at OTC 2006 and you could win a 100g gold bar.

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

Wellbore Assurance | Management | Services | Analysis & Validation



## Valuable.



## Priceless.



**With 30% of completion NPT caused by material left in the wellbore, the debris you remove is worth more than its weight in gold.**

A fragment of casing. A discarded work glove. A misplaced bolt. Even the smallest scrap of wellbore debris can bring your operations grinding to a halt. With NPT offshore costing \$500,000 a day, how much debris can you afford to leave behind?

Wellbore Assurance™ helps you do more to take the risks and costs out of the equation. By taking debris and waste out of the wellbore altogether you're more likely to complete the well and start production on time.

It's a unique, integrated approach that combines dedicated Management, Services and Validation. Wellbore Assurance utilises the most comprehensive range of wellbore cleanup technologies available. And it's backed by the heavyweight expertise of SPS: the specialists in the field.

To weigh up the benefits of Wellbore Assurance, visit our website today. From ensuring a wellbore that's optimally prepared to safeguarding long-term productivity, your peace of mind is priceless.

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

Wellbore Assurance | Management | Services | Analysis & Validation



## Safeguard your success



Waste volumes generated during the construction of a well can be sizeable, causing considerable logistical requirements and increasingly costly onshore disposal costs.

Wellbore Assurance™ minimises the waste volumes generated through highly efficient casing and circulating system cleaning technologies, as well as providing the ability to process this reduced volume for disposal all the rig site.

Our technologies allow you to control the characteristics of a contaminated, post-wellbore cleanup fluid to ensure no creation of emulsions, the removal of solid particulates, and the removal of residual base oil and OBM contaminants to enable overboard discharge well within the legislative limits.

Proven systems that can reduce overall waste by up to 90%, can cut down costs and preserve your reputation.

Come and talk to the independent specialists at stand 877.

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

wellhead | fluids | downhole | completion | environment | formation



**WHEN WILL YOUR ESP FAIL?**  
 ...TODAY? ...NEXT WEEK? ...NEXT MONTH?  
**ARE YOU READY?**

ZEITECS Shuttle enables you to reduce the impact of an ESP failure, for better planning and well management across the life of your well. ZEITECS Shuttle provides a proactive approach to maintaining artificial lift that keeps productivity up and disruption down. ESP failure no longer has a major impact on production.

To find out how you can achieve greater production continuity, visit stand 08010D.

LIFTING EXPECTATIONS  
[www.zeitecs.com](http://www.zeitecs.com)

**ZEITECS**

Trade press and trade show ads for Zeitecs, oil & gas new technology developers. Some trade publications have relatively low ink limits, so heavily inked images such as these have to be managed using UCR (Under Colour Removal) in Photoshop

**WHEN WILL YOUR ESP FAIL?**  
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LIFTING EXPECTATIONS

**ZEITECS**

Artwork

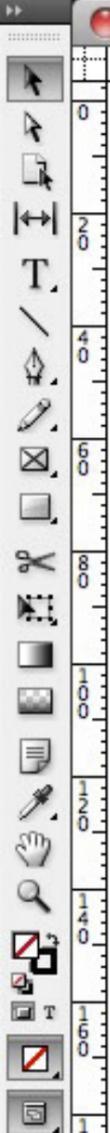
Advertising

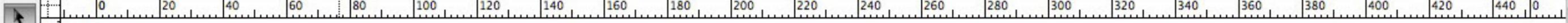
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PowerPoint

- Corporate presentations
- Template example and guidelines

Proofreading





Make your **positive connection** today at **MyIOP**  
 Your views, your work, your life, your community. **Log in at my.iop.org**

**IOP** Institute of Physics

*A series of launch ads in the New Scientist for the Institute of Physics' new online members' network*

**Advance** with physics

At the Institute of Physics, we're dedicated to promoting physics at every level. As a member, you'll benefit from professional career advice and support to help you fulfil your potential.

**JOIN US TODAY**  
the opportunities are boundless.  
Visit [www.iop.org](http://www.iop.org) for further details.

**IOP** Institute of Physics

**Fuel** your fascination for physics

Many of us are gripped by the intriguing and continually evolving world of physics. At the Institute of Physics, you'll find all the stimulation you need to exercise your mind, captivate your imagination and satisfy your curiosity.

**JOIN US TODAY**  
and explore the opportunities.  
Visit [www.iop.org](http://www.iop.org) for further details.

**IOP** Institute of Physics

**Re-ignite** your interest in physics

The Institute of Physics is a broad, diverse and vibrant community of more than 34 000 people worldwide. Despite their varied backgrounds, our members have one thing in common – a shared passion for the science of physics.

**JOIN US TODAY**  
and fuel your fascination for physics.  
Visit [www.iop.org](http://www.iop.org) for further details.

**IOP** Institute of Physics

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Front cover and a spread of a capability brochure for Probe, an oil & gas downhole tools and systems company

InDesign's Preflight software is essential to speed up the artworking process but you need to produce your own custom profiles, as the default settings are woefully inadequate!



Artwork

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Capability brochures

Probe Arthur D. Little Epi-V

Corporate guidelines

Divisional/product literature

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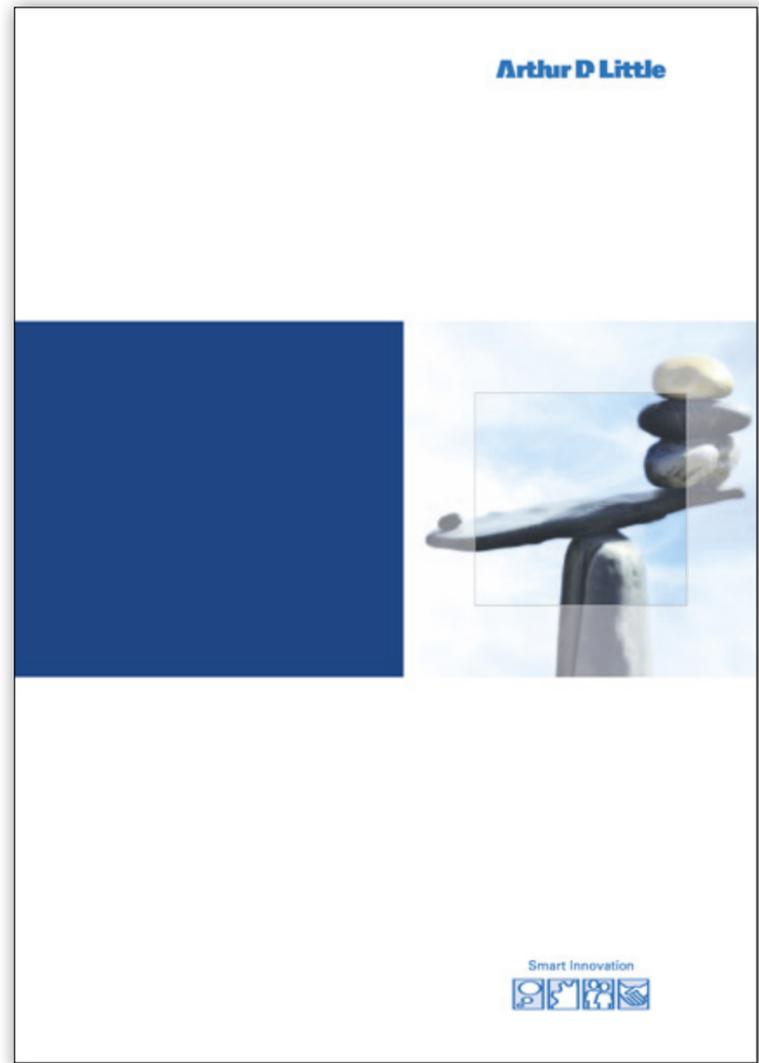
Proofreading





Front cover and spread of a capability brochure for Arthur D. Little, an international management consulting firm

When artworking complex ads or multi-page print items, I use an artwork checklist, which I've developed to track the progress of a job – particularly useful when the job gets interrupted or several artworkers do different parts of the job at different times



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A concertina-fold "mini manifesto" for Epi-V, a venture capital company

**Epi-V**

*Potential* *Adventure* *Value*

**Together we can change the game and take your innovation to its exponential potential. Got the next breakthrough idea? Capitalising on it is about more than just finding capital. So that's why we join with entrepreneurial innovators on the adventure from potential to value.**

**The positive power of disruption**  
It's counter intuitive, but there's something logical about doing the logical - disrupting the status quo and disturbing the market. So while traditional sources of finance seem to limit returns by focusing on commercialising technologies within existing markets, we'd much rather concentrate on technologies that have the potential to disrupt existing markets so that exponential value is realised.

**That's why Epi-V will work with you to change the game and give your competitive threat to such an extent that it gets you noticed, admired and ultimately rewarded. Because the more you disrupt current industry processes, the greater your opportunity. And the harder it becomes for competitors to imitate you, the greater your value.**

**Adventure Capital**  
Great technology and money are often not enough to overcome the significant barriers to entry and acceptance in the market. Of course, traditional Venture Capital provides welcome financial support. But it often doesn't offer the strategic support necessary to create value for your business. That's where Epi-V is different. We'll work with you on an adventure to value creation by changing industry practices and building new markets.

**We call it Adventure Capital. Because along with the funds you need, we'll invest with interest in your innovation, adding invaluable emotional, intellectual and professional input from a team with vast of & gas industry experience.**

**Breakthrough Entrepreneurship™**  
Our past successes weren't random, fortunate or accidental. They were all based on available and transferable methods. It's a way of working we call **Breakthrough Entrepreneurship™** proven to improve the rate, speed and size of success. Here's how:  
**Deep thinking.** Taking time to think about the vision and strategic direction of your business will define your greatest threat to the market and help you focus on creating maximum value.

**Engagement.** We engage with your business. You engage with our process. Together we engage the market.

**Engagement.** We engage with your business. You engage with our process. Together we engage the market.

**Change the game**  
Tomorrow's "hard sell" is a game-changing opportunity - a fertile breeding ground for exactly the types of disruptive technologies and new service offers we're now looking to invest in and support. This complex, challenging environment demands innovations with the potential to threaten established of industry work processes and existing service company cash flows.

**Innovations that can lock start the market. Innovations like yours.**

**When a technology makes waves suddenly everyone wants a piece of the action. Before you know it yesterday's upstarts are the industry's standard. Doors open everywhere. Things get interesting. Not to mention rewarding.**

**So just your innovation with our experience and let's change the game. You'll be surprised by just how big your idea could become.**

**Epi-V**

**About us**  
Can you learn to succeed? We think so. As a highly experienced team we bring with us extensive of & gas engineering and management, marketing and corporate M&A experience. Based on our past successes we've discovered there's a method behind entrepreneurial madness. The wide ranging methods that underpin our Breakthrough Entrepreneurship™ approach include:  
1 **Market Assessment**  
Essential gauge of competitive threat, time to market and potential acquirers  
2 **Big Hairy Audacious Goal (BHAG)**  
Broad, all-encompassing, forward-thinking statement of intent  
3 **Strategic Mapping**  
Detailed map showing tasks required to achieve this vision  
4 **Competitive Market Positioning**  
The strongest differentiation to change current market perceptions  
5 **Portfolio Management**  
Strategy to force the market to see product/service as leading, unique and valuable

**6 Strategic Marketing & Branding**  
Consistent, memorable branding to add significant value to your business  
7 **Measurement & Evaluation**  
Balanced scorecard to translate your vision and strategy into action

The Epi-V partners have worked around the world with some of the industry's biggest names, as well as its most nimble innovators. We're the team that successfully transformed businesses such as SPi, Easywell and Senso - creating \$millions of additional shareholder value in the process.

Our skills base is as deep as it is broad, encompassing all business functions as well as mechanical engineering and research & development across a variety of industry disciplines from reservoir evaluation to completion. As a team we have a unique ability to spot potentially disruptive technologies, identify how they can change the game and exploit their full market opportunity. All with unrivalled results.

**Epi-V**

**Ready to start your entrepreneurial adventure with us?**  
To meet up and talk about the positive power of disruption, get in touch to arrange an informal introductory meeting with the Epi-V team.  
Epi-V LLP Winchfield Lodge, Old Fulbridge Road, Winchfield, Hook, Hampshire RG27 8BT, UK  
T: 0945 079 0309 (UK) or +44 (0)1252 849072 (Overseas) F: +44 (0)1252 848800 www.epi-v.com

*Change the game*

**Ready for an adventure?**  
The entrepreneurial adventure can be a bumpy, exciting, emotional, surprising, hard and sometimes uncomfortable ride. Along the way we'll have to overcome industry inertia and indifference. Your competitors won't take kindly to upstart upsetting their markets. There'll be obstacles and barriers. Some days you'll wonder why you bothered.

But because we've been there before and know what to expect, we'll be at your side, anticipating and smoothing out the pitfalls. And with the ultimate goal clearly defined you can enjoy the ride while staying on track.

It's not for everyone. But if you have what it takes, nothing else comes close. We're only looking to back winners. So before we set off on our journey, it's worth asking whether your idea meets the criteria above.

If so, and you're happy to buy into the Epi-V approach, we should get together soon.

**Are you compelling?** **Are you scalable?** **Are you disruptive?** **Are you protected?** **Are you strategically placed?** **Are you happy to buy into the Epi-V team and our approach?**

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Proofreading





A corporate guidelines for the Solera group of companies in the global automotive sector

Artwork

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Capability brochures

Corporate guidelines

Solera Tendeka

Divisional/product literature

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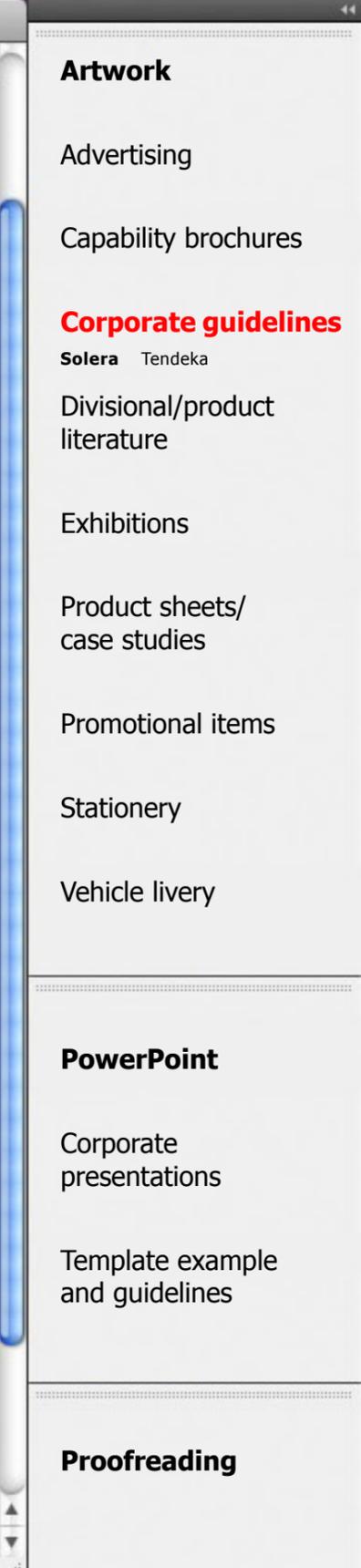
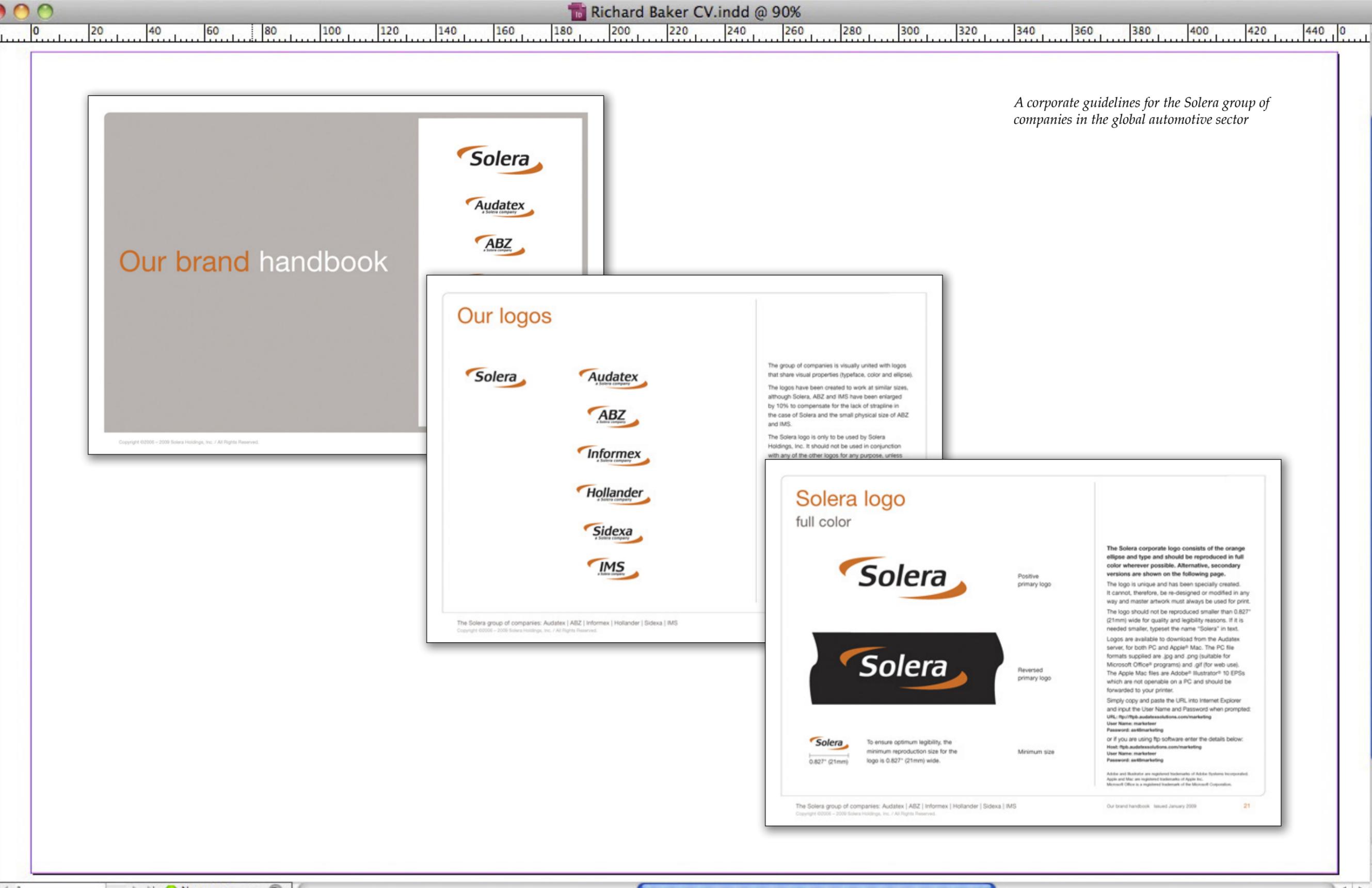
Vehicle livery

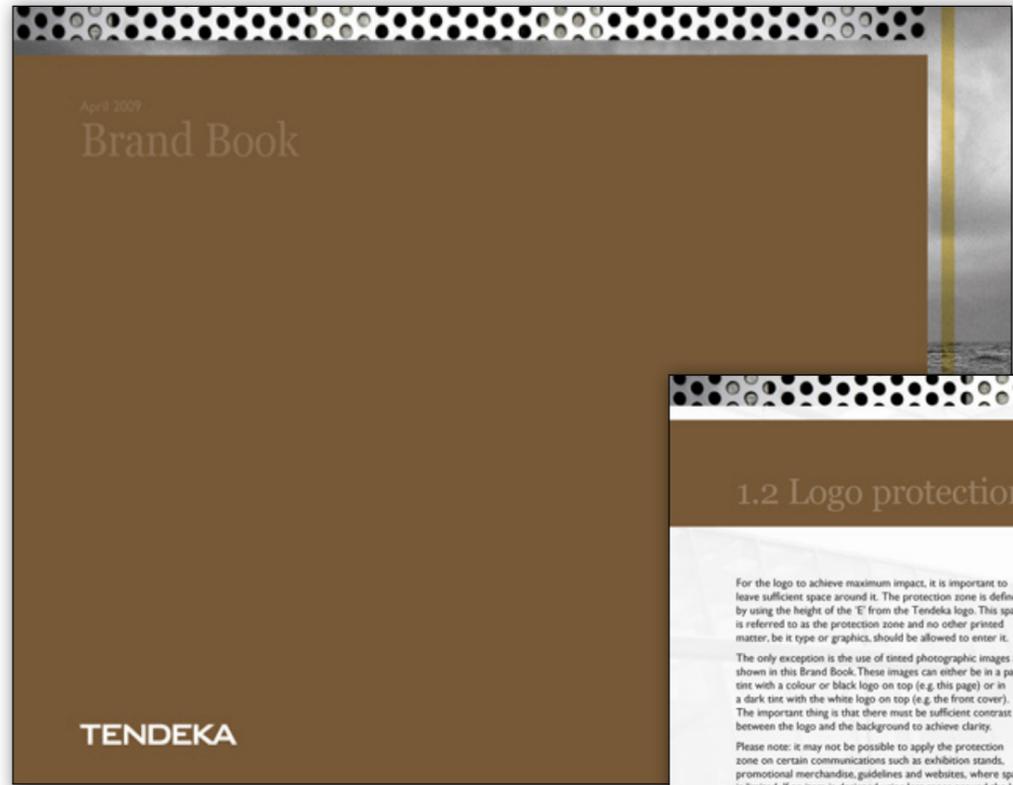
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*A corporate guidelines for the Tendeka, oil & gas technology providers  
InDesign's Preflight software is essential to speed up the artworking process but you need to produce your own custom profiles, as the default settings are woefully inadequate!*

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Solera **Tendeka**

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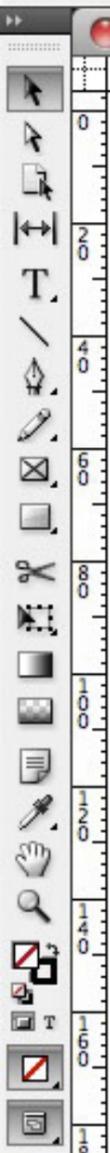
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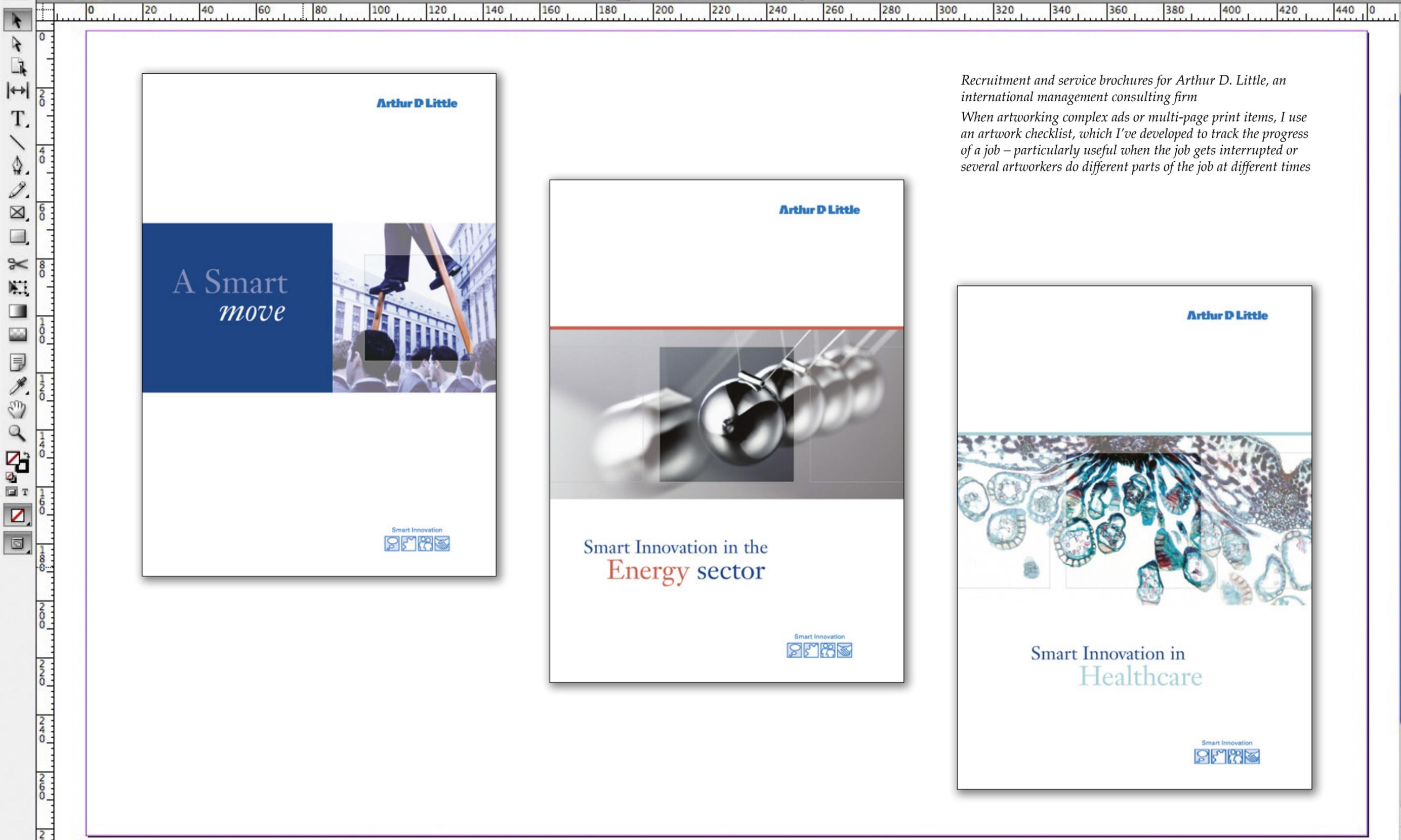
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Recruitment and service brochures for Arthur D. Little, an international management consulting firm

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**Pitney Bowes**  
Engineering the flow of communication

**Pitney Bowes Document Messaging Technologies**

**PRACTICAL INSERTING SOLUTIONS FOR HIGH VOLUME MAILING**

**WELCOME TO PITNEY BOWES DOCUMENT MESSAGING TECHNOLOGIES (DMT)**

Pitney Bowes Document Messaging Technologies (DMT) helps you engineer the flow of communication with end-to-end intelligent mail solutions for high volume mail.

Our leading edge hardware, software and support services can help you give messages, not costs and strengthen customer loyalty to drive your long-term profitability.

**YOU GET MORE OUT OF OUR MAIL INSERTERS BECAUSE WE PUT MORE IN**

Increased productivity with greater speed and accuracy are yours as standard when you invest in one of our innovative mail inserters. Packed with efficiency and loaded with special features, these inserting solutions help ensure that your company is best placed for all its mailing requirements!

Read on and keep the postcard guide for future reference.

**GET MORE FROM PDMIT**

**AUTOMATED DOCUMENT FACTORY (ADF) AND BEYOND**

As communications technology continues its rapid development, ADF concepts are being expanded to include new solutions, integrating solutions. The traditional document factory has evolved and become an enabler to business processes.

Today, Pitney Bowes solutions can integrate the entire communication process, from creating the message, to building its special offers, to tracking delivery and coordinating back to call-centres. We can even integrate print jobs with email communications, creating an entire closed loop system. Consolidating information from many sources, getting it out on time and giving your customers a more satisfying experience - it's what our technology is all about.

**SELECT THE RIGHT INSERTER FOR YOUR NEEDS**

Use this simple chart to determine which Pitney Bowes inserter is most suited to your mailing requirements. This will, of course, depend on your volume and materials. However, whatever your application, Pitney Bowes has the right mailing system for you.

Inserter	Max. Mail Size	Max. Mail Weight	Max. Mail Thickness	Max. Mail Length	Max. Mail Width	Max. Mail Weight	Max. Mail Thickness	Max. Mail Length	Max. Mail Width
APS™	16 x 12	100 g	10 mm	300 mm	210 mm	100 g	10 mm	300 mm	210 mm
FlowMaster FX10F™	17 x 13	300 g	15 mm	300 mm	210 mm	300 g	15 mm	300 mm	210 mm
Comet™	16 x 12	100 g	10 mm	300 mm	210 mm	100 g	10 mm	300 mm	210 mm
DL 3000™	16 x 12	100 g	10 mm	300 mm	210 mm	100 g	10 mm	300 mm	210 mm

**ADF AND DIRECT CONNECT**

Direct Connect™ is the operating system that Pitney Bowes high volume inserting solutions use to manage the production flow. This gives the highest levels of accuracy and integrity, while allowing a significant reduction in the size of code on the printed document.

Direct Connect provides a link between hardware and software, ensuring that all information from field support to training and consultancy, what's important is that you get the right solution in the way through the system for high volume mail.

Ensuring the highest possible levels of integrity and accuracy, ensuring production in the way that the Automated Document Factory - ensuring you to produce the highest quality mail at the lowest possible cost.

**PITNEY BOWES DOCUMENT MESSAGING TECHNOLOGIES (DMT) PORTFOLIO**

If you require additional information on any of our high volume mailing solutions or services, please contact us directly or visit our website.

Tel: +44 (0)20 8443 4434  
Fax: +44 (0)20 8443 4444  
E-mail: enquiry@pitneybowes.com

www.pbdl.com

**usergroup**

**THE RIGHT INSERTER**

**APS SERIES (Advanced Productivity System)**

The inserter system that boosts your productivity

The maximum APS series inserter system combines high speed operation and consistent flexibility to achieve new levels of productivity in the delivery of high quality mailpieces.

- High capacity, patented insert head for secure rotation and consistent accuracy delivery. The APS means the most demanding production environment.
- Printing speed up to 10,000 mailpieces per hour
- Direct Connect™ operating system for complete accountability
- High capacity 3000-annular feeder with secure operation
- 600mm wide 100% paper capacity
- Modular design for easy rotation and direct rotation operation
- Maximum mailpiece size 170mm x 125mm (max. mail size 160mm x 115mm)
- Intelligent Mail™ mail sorting and production management software

The most productive, high-speed inserter available in the market today.

**FLOWMASTER FX10F INSERTER**

Intelligent processing for enhanced performance

The FlowMaster FX10F combines advanced technology with the state-of-the-art Direct Connect control system to provide a high productivity, flexible and consistent flexibility to achieve new levels of productivity in the delivery of high quality mailpieces.

The system is designed to fit all average sizes from DL to standard DL depending on the model with the capacity to handle up to 10mm thick mailpieces.

- A production, mid-range inserter, with the added benefit of handling full DL mail in addition to the more common letter sizes.

**COMET INSERTER**

Four ultra-flexible production powerhouses

The Comet inserter system combines high production output with maximum flexibility for the accurate processing of a wide range of medium to high volume applications.

The Comet platform is an evolution of the tried and trusted 'FlexMaster' meaning market leading features, such as intelligent print jobs, built-in mail sorting and regular 'Direct Connect' for user safety. Comet has the benefit of Direct Connect operation and is compatible with the full range of Pitney Bowes Advanced Productivity System (APS).

- Printing speed up to 10,000 mailpieces per hour
- Direct Connect operating system for complete accountability
- High capacity 3000-annular feeder with secure operation
- 600mm wide 100% paper capacity
- Modular design for easy rotation and direct rotation operation
- Maximum mailpiece size 170mm x 125mm (max. mail size 160mm x 115mm)
- Intelligent Mail™ mail sorting and production management software

Modular, high productivity technology combined with proven smart handling design, giving you the most flexible solution in the marketplace today.

**INSERTING SYSTEM INPUTS**

Pitney Bowes range of Advanced Productivity System™ (APS) process high volume applications at high speeds for maximum productivity and integrity.

The full range of rollers and paper feeds interface with the entire range of Pitney Bowes inserters. Modules can be mixed and matched to suit configurations, allowing the handling of various paper paths.

Modular building blocks allow the operator to configure inputs to run all standard paper formats at highest throughput levels, whilst maintaining levels of document integrity previously only achievable with custom equipment.

**INSERTING SYSTEM OUTPUTS**

Pitney Bowes offers many innovative solutions to ensure printed envelopes from the inserter are perfectly designed.

Our output selection lets you operate with total integrity and accuracy, ensuring production in handling and dispatch of your finished envelopes.

**GET SORTED FOR POSTAL DISCOUNTS**

The impact of postal service deregulation has already led to changes in postal distribution. Deregulation and increased competition will undoubtedly provide you with a much wider choice of services to handle the variety of your postal mail. But this choice will prove to be irrelevant if you are not taking full advantage of the discount schemes provided.

Pitney Bowes advanced line of MISC™ sorting equipment, together with software database solutions, offer the opportunity to enhance the efficiency and effectiveness of your mail sorting operations.

**FIELD SUPPORT FOR YOUR OPERATIONS**

As Pitney Bowes Document Messaging Technologies we are committed to ensuring that our customers receive maximum return on their technology investment. Our extensive range of support and training services is designed to ensure that you get the most out of your investment to ensure your business operates at maximum capacity.

Our comprehensive customer support strategy covers every aspect of the mail production and management process, ensuring a full of information from field support to training and consultancy, what's important is that you get the right solution in the way through the system for high volume mail.

Please contact your Account Manager to discuss the best solutions for your operations support.

**THE PRODUCTION MAIL MANAGEMENT TRAINING COURSE**

Our commitment to ensuring you get the best out of your mail production investment does not stop with best of breed technology. Our Production Mail Management Training Course is a dynamic, hands-on course designed to help achieve Total Operational Efficiency in your production mail facility.

This course is designed for managers who want to optimise the productivity and cost effectiveness of their production mail operations. This is an intensive, 30-day course which combines hands-on training with lectures, group discussions and practical exercises.

Delegates will learn how to:

- Assess current productivity and equipment performance
- Apply mail production principles and techniques to your own mail production
- Establish a mail production strategy, using the software to plan mail operations improvements
- Establish mail production and operations
- Identify, identify and monitor the value of production operations

The Production Mail Management Training Course offers real-life benefits and analysis. This course is designed for managers of operations, materials and production as well as support engineers and field supervisors.

**THE RIGHT SERVICES**

**Pitney Bowes**  
Engineering the flow of communication™

Pitney Bowes Document Messaging Technologies

**PRACTICAL INSERTING SOLUTIONS FOR HIGH VOLUME MAILING**

**A concertina-fold product handbook for Pitney Bowes mail management solutions**

- Artwork
- Advertising
- Capability brochures
- Corporate guidelines
- Divisional/product literature
- Arthur D. Little Pitney Bowes
- Exhibitions
- Product sheets/case studies
- Promotional items
- Stationery
- Vehicle livery
- PowerPoint
- Corporate presentations
- Template example and guidelines
- Proofreading

A 3 x 4 pop-up stand for M-I SWACO.  
Artwork for exhibition stands is usually produced at one-quarter size with images placed at 300dpi

**M-I SWACO** **M-I SWACO** **M-I SWACO**

# It all leads to greater productivity

It all leads to greater productivity

**Drilling Solutions**  
Boost your drilling performance by anticipating and managing the risk of fluids-related issues.

**Production Technologies**  
Enhance your oil & gas production by maximising flow and quality while minimising related problems.

**Wellbore Productivity**  
Safeguard your downhole assets by optimising your wellbore quality and fluid systems.

**Environmental Solutions**  
Achieve your environmental performance standards by reducing and safely managing oilfield waste volumes.

**Integrated Package Delivery**  
Project-specific equipment and process-control solutions  
Custom-built, integrated packages for new and refurbished drilling installations include:

- ✔ Integrated project management
- ✔ Mud mixing
- ✔ Solids control
- ✔ Process controls
- ✔ Pressure control
- ✔ Cuttings handling
- ✔ Drilling Waste Management (DWM)

Your benefits with operational experience are:

- ✔ Improved system design
- ✔ Improved safety
- ✔ Regulatory compliance
- ✔ Reduced costs
- ✔ Improved overall efficiency
- ✔ Access to multidisciplinary and global expertise

It all leads to greater productivity

**Artwork**

- Advertising
- Capability brochures
- Corporate guidelines
- Divisional/product literature

**Exhibitions**

- M-I SWACO Omnisens
- Product sheets/case studies
- Promotional items
- Stationery
- Vehicle livery

**PowerPoint**

- Corporate presentations
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**Proofreading**

- Artwork**
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*A custom-made 9-panel stand for Omnisens, pipeline and cable monitoring systems  
 Artwork for exhibition stands is usually produced at one-quarter size with images placed at 300dpi*

**omnisens**  
Safeguarding continuous supply

**Looking for long-range continuous and accurate monitoring?**

**What's around the corner for your pipeline?**

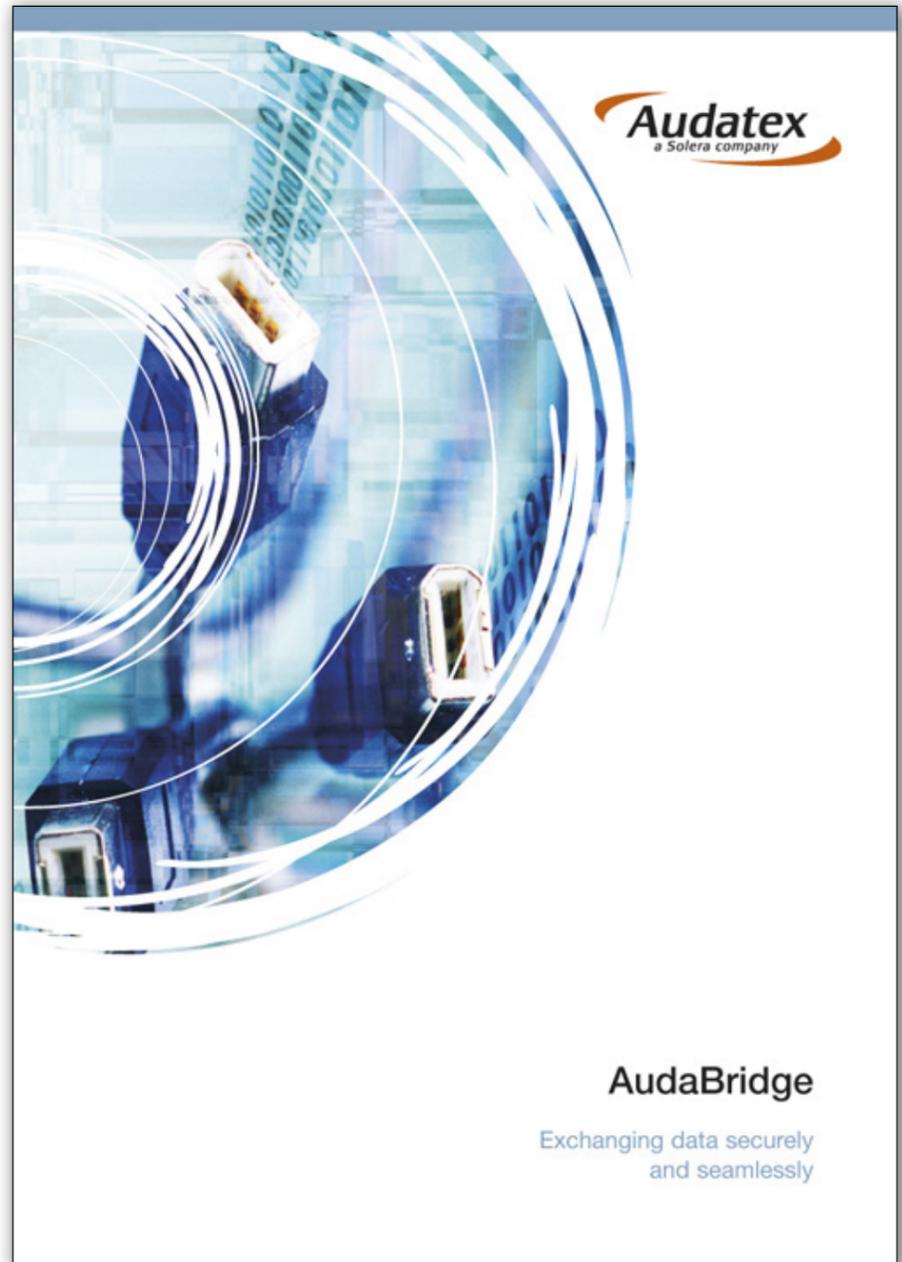
**What's it worth?**

**The consequences of delay**

Long-range continuous monitoring for offshore, onshore and arctic pipelines

Long-range continuous monitoring of high consequence areas

**omnisens**  
Safeguarding continuous supply



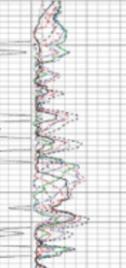
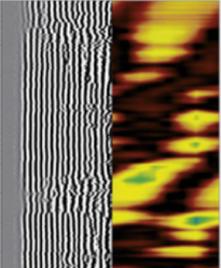
(Left) Front cover of a series of product sheets for Audatex, this one for AudaBridge; software to connect estimating solutions to third parties and back office  
 (Below) Front of one of a series of Probe product sheets as InDesign templates.

**Product Name**  
 goes here in two lines if needed  
 Part Number: 000 0000 0000

**Probe**  
 powered by ingenuity

Intro Para Blue The cased hole Gamma Ray/CCL is run below the Dual Receiver Cement Bond tools. The gamma ray also contains in the tool a dual magnet, center coil CCL with good sensitivity to measure collars in casing up to 7 in. diameter. The Gamma-Ray/CCL can be stacked with a neutron or compensated neutron below the CBL or run alone.

9pt Grey Text The tool uses a large ruggedized and shock mounted scintillation crystal coupled to a high resolution ruggedized detector to measure formation gamma ray counts with good stability over a wide range of logging speeds. Output options include multiple pulse height or Probe PTX digital telemetry.



**SPECIFICATIONS - 9PT SPEC TITLE**

<b>Diameter</b>	2-3/4 in. (69 mm)	<b>Mechanical:</b>	
<b>Length</b>	59 in. (1.50m)	<b>Top Connection</b>	1-3/16 in. - 12P Type "A" GOI Box
<b>Weight</b>	60 lb. (27 kg.)	<b>Bottom Connection</b>	1-3/16 in. - 12P Type "A" GOI Pin w/ feed thru
<b>Operating Voltage</b>	130 VDC	<b>Other mechanical configurations:</b>	
<b>Operating Current</b>	26 ma. DC	• Detector at the top or bottom	
<b>API Calibration approx.</b>	1.5 CPS / API Unit	• 6 pin field joint bottom connection (available with solid bullplug or bullplug w/ GOI Box)	
<b>Limitations:</b>		• Blank bottom, with GO pin, no feed thru	
<b>Maximum Pressure</b>	20,000 PSI (137.8 Mpa)		
<b>Maximum Temperature</b>	350°F (177°C)		

Probe Technology Services Inc • 1132 Everman Parkway • Fort Worth • Texas 76140 • USA • T +1 817 568 8528 • F +1 817 568 0081 • www.probe1.com

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Software interface showing various toolbars and settings. Includes a ruler at the top with measurements from 0 to 440 mm. A toolbar with icons for selection, zooming, and other design tools. A status bar at the bottom showing 'No errors'.

Richard Baker CV.indd @ 90%

**Case Study**



**Alaska**

### Subsea integrity monitoring in hostile environments

**The challenge**

Situated off the north slope of Alaska, this oilfield site is partially sheltered from the more severe sea ice and wave conditions of the Arctic. Closer by its shallow water depths and a series of barrier islands offshore, oil wells have been drilled from an artificial gravel island and two buried subsea pipelines extend to shore and the offshore tie-in pad.

Approximately 10 km of buried subsea flow lines transport the produced fluids from an offshore gravel island drill site to an onshore above-ground pipeline which meets an established pipeline run by another operator.

The maximum water depth along the flowline is only 7 metres and the pipelines are buried in a trench to protect them from ice gouges, but the shallow water holds its own challenges. The pipelines are vulnerable to migrating seabed features such as strudel scour and river channelling, which can leave them exposed or subject to upheaval buckling, resulting in significant stress loads.

Given these unpredictable conditions, monitoring the integrity of the flowline bundle was vital to minimise impact on the fragile Arctic environment as well as risks associated with leakage and flow down-time. Cost efficiency and schedule matching with the developer were also important considerations.

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**Case Study**



**Peru**

### Pipeline integrity monitoring – Transandean route

**The challenge**

The operators of a liquid natural gas (LNG) pipeline comprising a new 400 kilometre (km), high pressure gas pipeline system required a long-range monitoring system. The route runs over the Peruvian Andes to a new LNG facility constructed approximately 170 km south of Lima on the coast of Peru.

The pipeline passes east to west across the Andean mountains at altitudes of 4,000–6,000 metres, in a geologically unstable region involving steep slopes, high peaks and deep valleys. The climate ranges from warm and humid to cold, with heavy seasonal rain. In the Andes, more than 50% of pipeline failures are caused by geohazards, so real-time monitoring is essential for maintaining pipeline integrity.

Cases where the ground has been washed away by heavy rain resulting in long unsupported and exposed pipeline spans have been observed in Latin America and have been the cause of repeated pipeline failures. The monitoring has so far been restricted to visual inspection that is difficult in remote mountain areas. Traditional dilatimeters and inclinometers only offer data from the location of the sensors and are incompatible with long-distance monitoring.

A pipeline integrity monitoring system was required that would help the operator maintain pipeline operations, detect leaks and ground movement, prevent major failures and accidents and preserve the natural environment over this rugged terrain.

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A series of case studies produced for Omnisens, pipeline and cable monitoring systems  
Four-colour digital print

- Artwork
- Advertising
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This case study is not limited to pipeline routes of 1000s of km can be monitored by combining multiple interrogators.

**About Omnisens**

Omnisens is the leader in long-range continuous monitoring for industries including subsea, pipeline, civil engineering and power. We are delivering state-of-the-art solutions across five continents, working with teams of specialist providers and resellers in the Far East, Europe, Latin America, Russia and North America.

**We provide our customers with the best, most precise technology on the market. We use pioneering fibre-optic Brillouin-based sensing to deliver pinpoint-accurate monitoring to help protect the structural and operational integrity of critical resources 24/7, 365 days a year.**

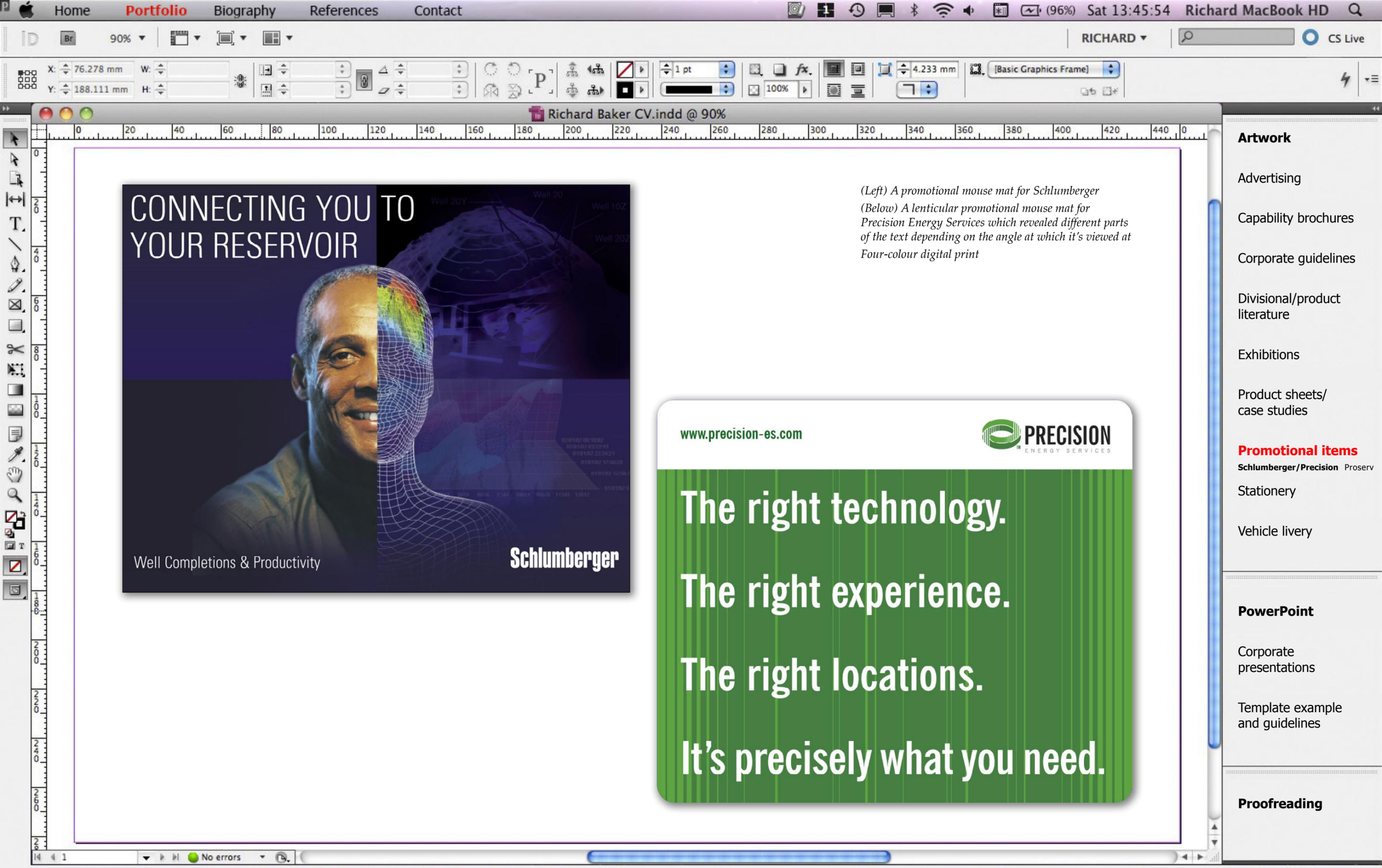
Omnisens SA  
Nordstrasse 3, 1110 Murgas, Switzerland  
Tel: +41 21 510 21 21 • Fax: +41 44 274 20 31 • sales@omnisens.ch  
www.omnisens.com

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*(Left) A promotional mouse mat for Schlumberger  
(Below) A lenticular promotional mouse mat for Precision Energy Services which revealed different parts of the text depending on the angle at which it's viewed at  
Four-colour digital print*



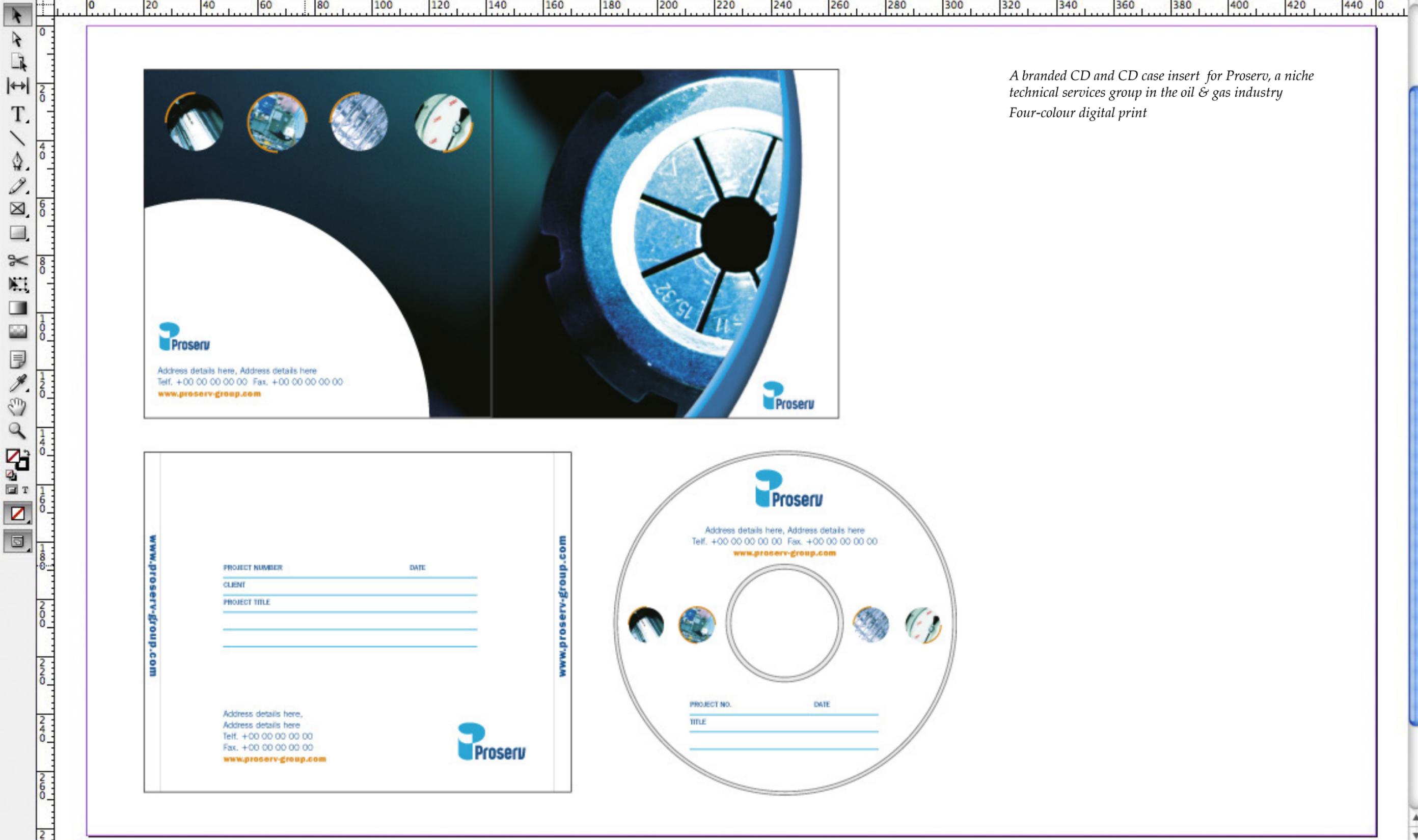
**Artwork**

- Advertising
- Capability brochures
- Corporate guidelines
- Divisional/product literature
- Exhibitions
- Product sheets/ case studies
- Promotional items**
- Schlumberger/Precision Proserv
- Stationery
- Vehicle livery

**PowerPoint**

- Corporate presentations
- Template example and guidelines

**Proofreading**



A branded CD and CD case insert for Proserv, a niche technical services group in the oil & gas industry  
Four-colour digital print

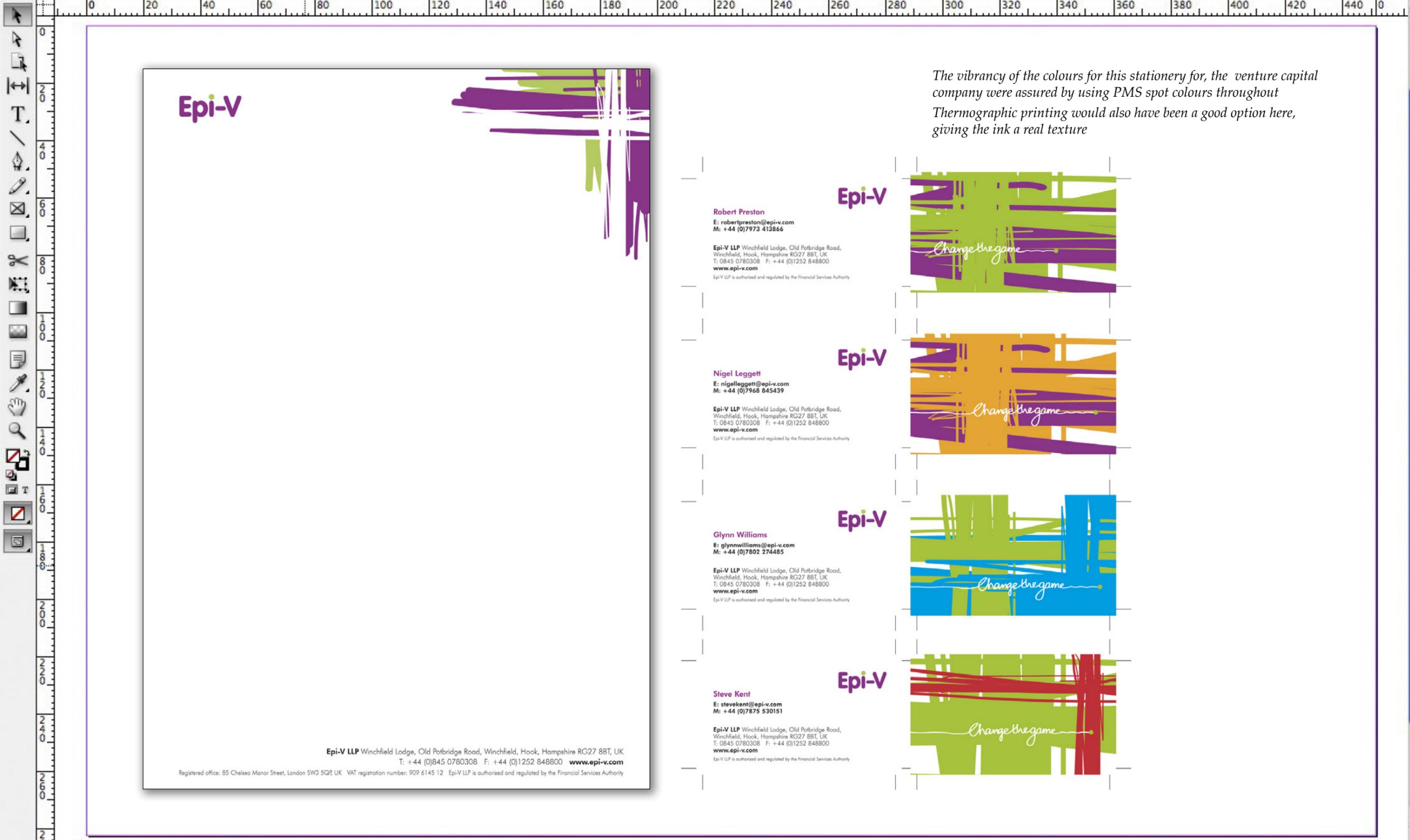
**Artwork**

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- Promotional items**
- Schlumberger/Precision **Proserv**
- Stationery
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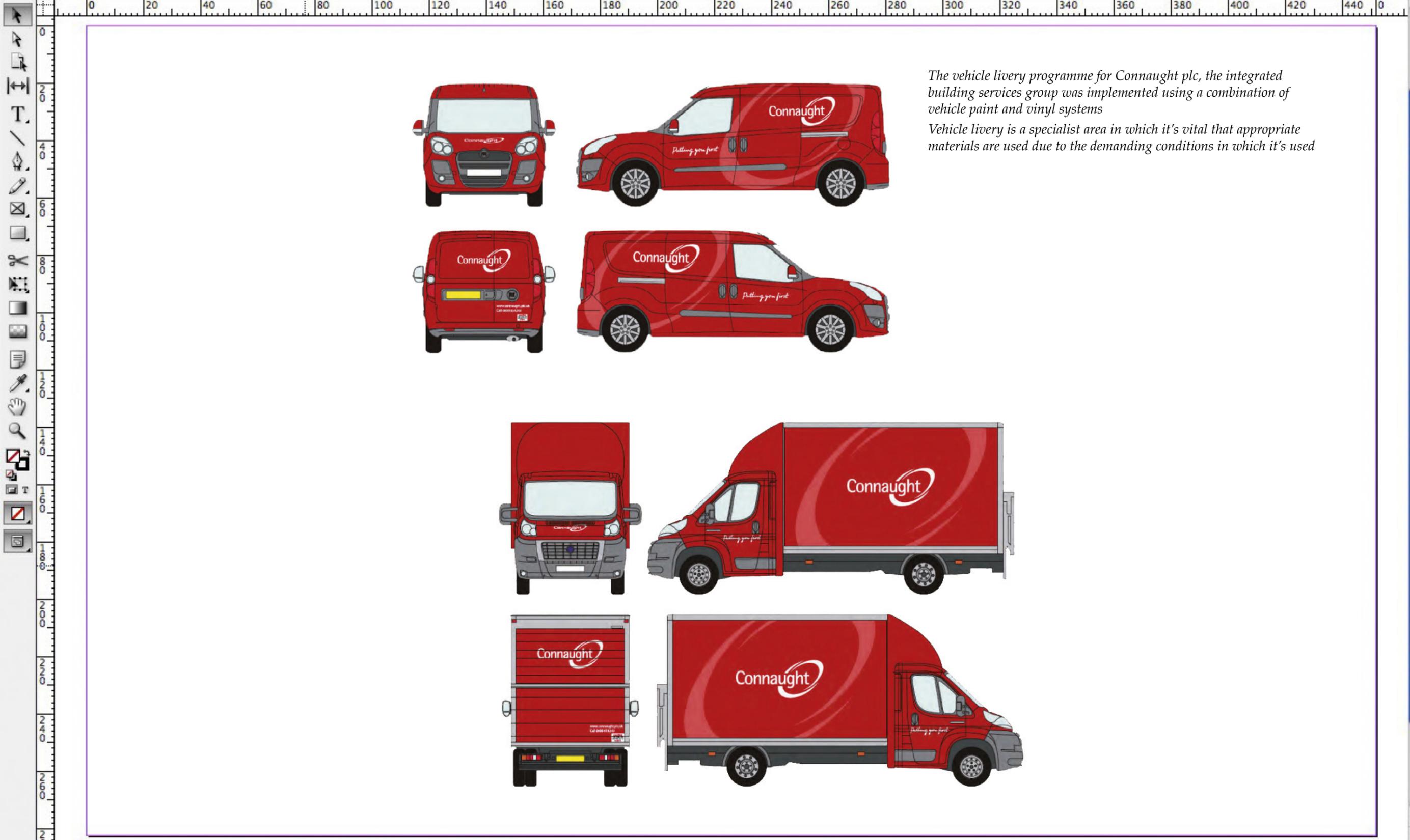
**PowerPoint**

- Corporate presentations
- Template example and guidelines

**Proofreading**



- Artwork**
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- Vehicle livery
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*The vehicle livery programme for Connaught plc, the integrated building services group was implemented using a combination of vehicle paint and vinyl systems*

*Vehicle livery is a specialist area in which it's vital that appropriate materials are used due to the demanding conditions in which it's used*

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**Vehicle livery**

**PowerPoint**

- Corporate presentations
- Template example and guidelines

**Proofreading**

*This PowerPoint template for Tendeka is set up as a sales aid business presentation, complete with all content and animations. The only tailoring required was editing the title slide*

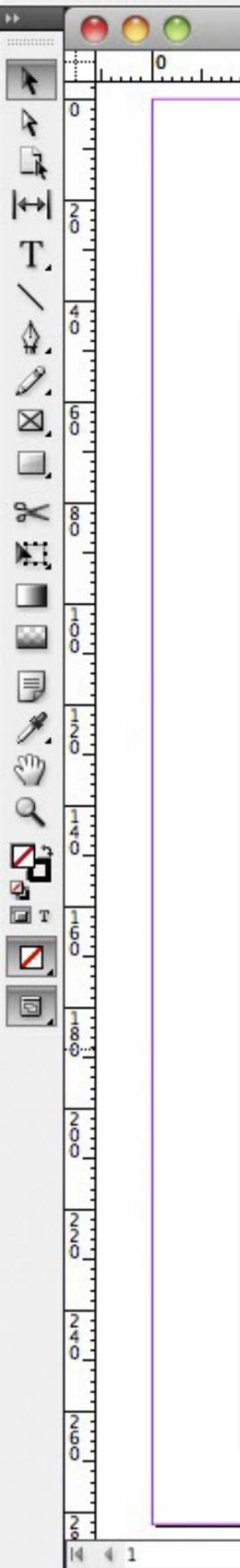
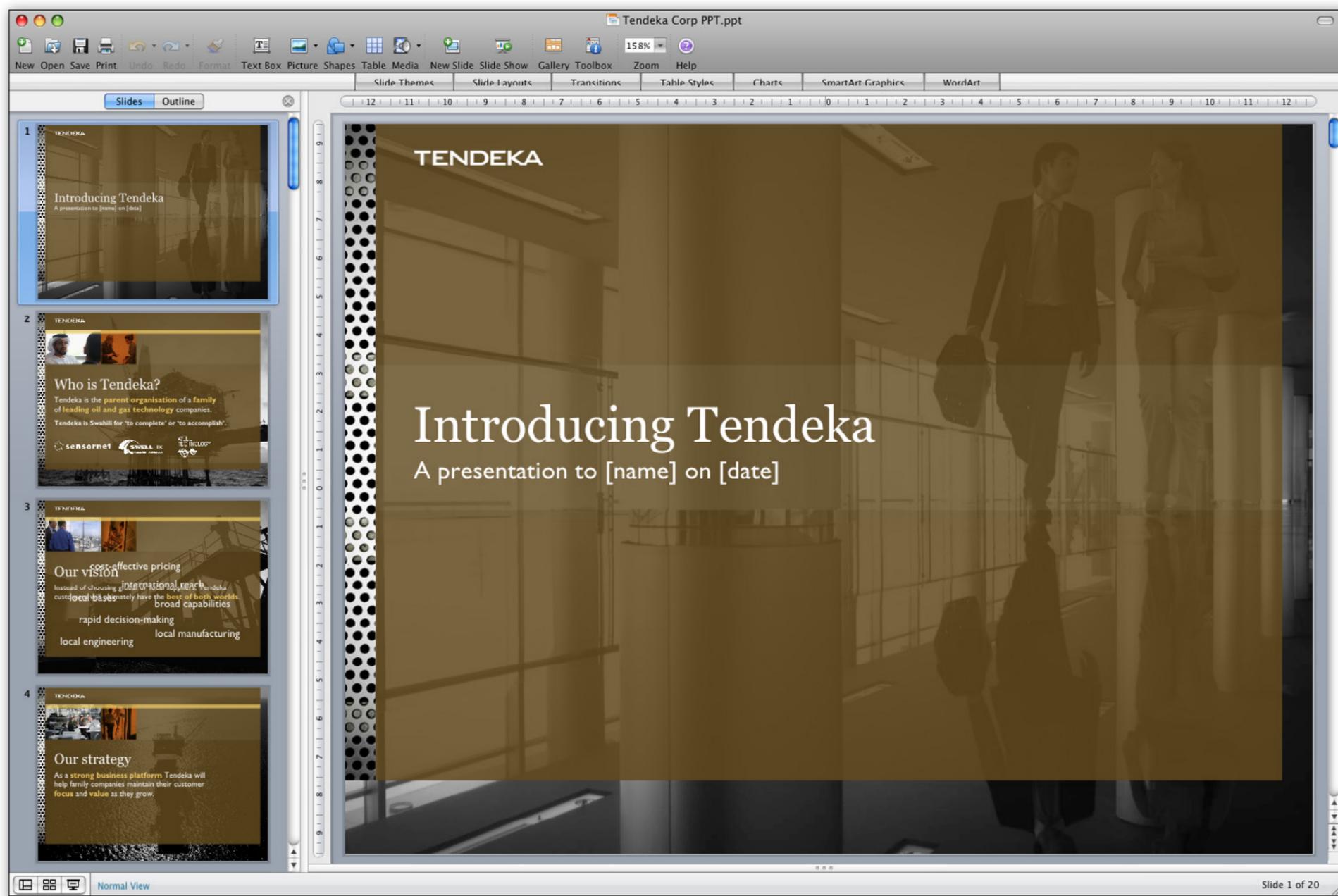
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**Proofreading**



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**Proofreading**

*This PowerPoint template for Connaught Compliance, the UK's leading health & safety compliance provider was designed and delivered in both 2003 and 2007 versions, in both 4:3 and 16:9 formats, complete with a set of user guides, to lead the client through the use of master pages and layout options*

Templates have been designed for both PowerPoint 97-2003 and PowerPoint 2007 and in standard (25.4 x 19.05cm) and widescreen (16 x 9) formats. The widescreen version has been designed at the same slide height (19.05cm) as the standard slide, but the width is 33.8cm. This enables you to use the same type sizes and graphics across the two formats.

**Master slides (97-2003 version)**  
A Master Title Slide and a Master Text Slide have been created in order to help give a consistent look to all slides.

**Master slides (2007 version)**  
A Master Slide has been created in order to help give a consistent look to all slides. The Master Slide is the basis for the variant Layouts, including the Title Slide Layout.

**Divider slide**  
Duplicate the supplied Divider slide as required.

**Bullet Text slides**  
As a general rule for bullet text layout, try to use no more than six bullets per slide and each bullet should contain no more than three lines of text.

Slides showing various different layouts have been designed in order to guide you towards the best layout for the elements you need to use. So there are slides showing lists of bullets and a diagram style. Should you need to design a chart, the Theme Colour ("Connaught Compliance 2010") has been set up so that correct Connaught colours are automatically applied to chart elements.

**Style Control**  
If your layout has got too complex or too far away from the master style and you'd like to re-impose the correct style, simply select Slide Layout from the Task Pane (F1) and you'll see that one of the small 'thumbnail' illustrations on the right hand side has a blue highlight. Move your cursor over it and from the drop-down menu select 'Re-apply Layout'.

**Re-styling Old Presentations**

Usage in the Notes.pptx

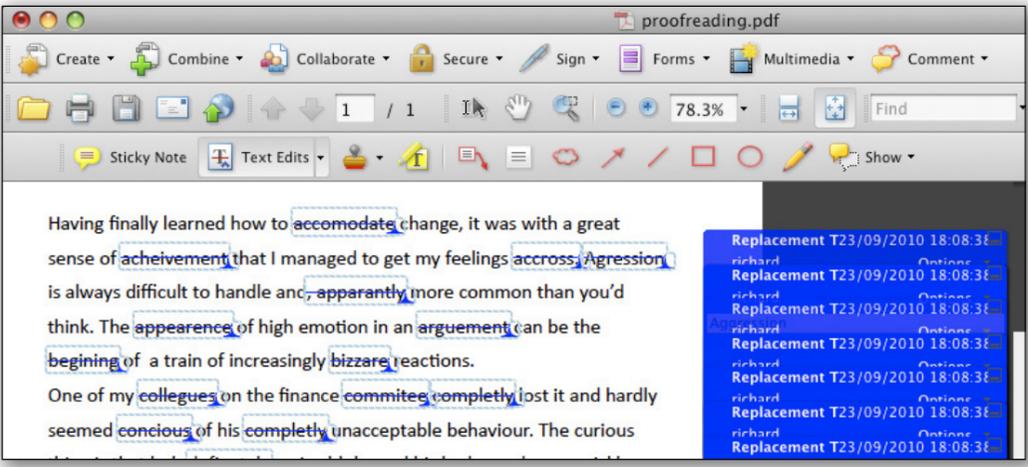
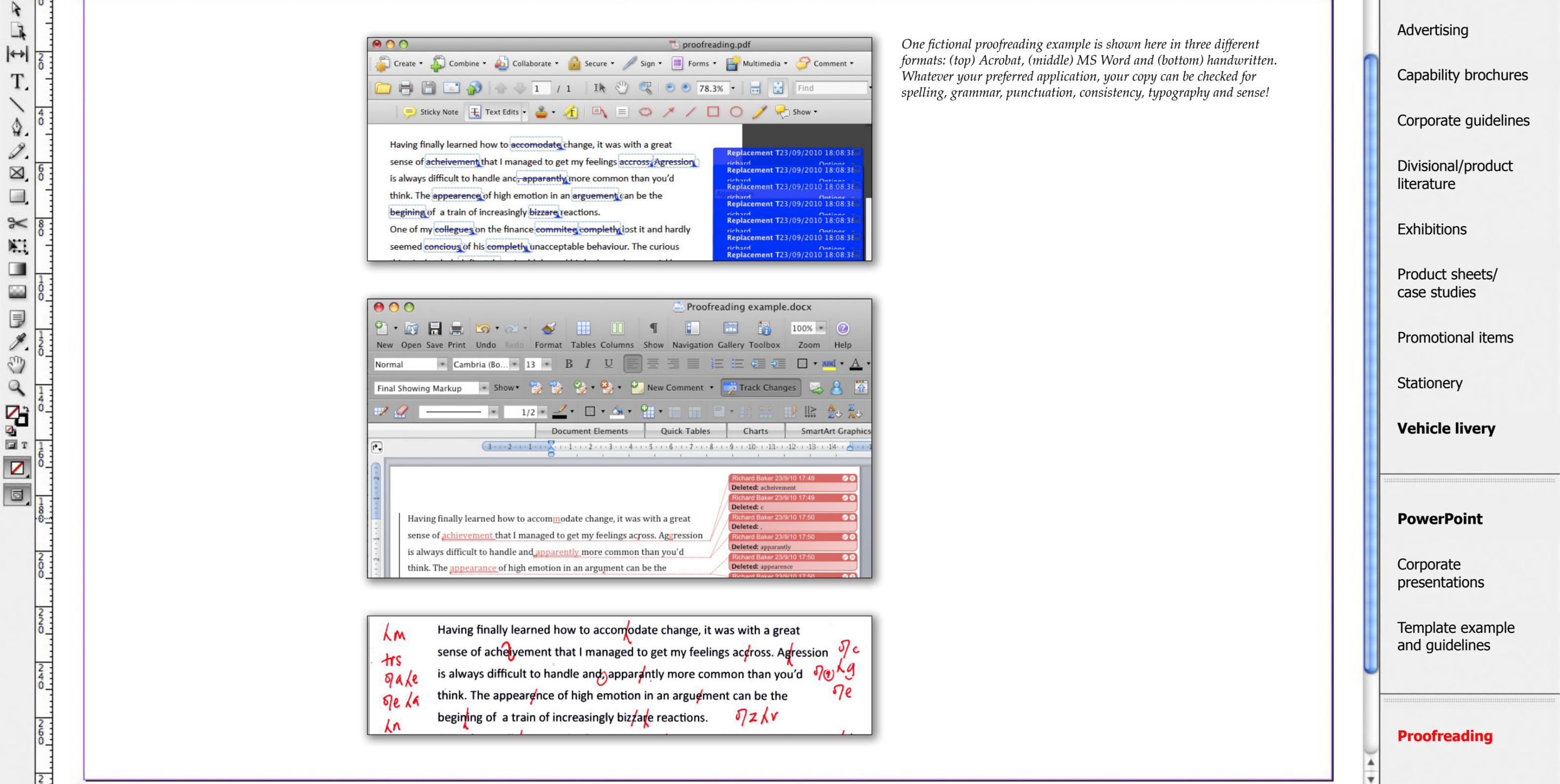
New Open Save Print Undo Redo Format Text Box Picture Shapes Table Media New Slide Slide Show Gallery Toolbox Zoom Help

Slide Themes Slide Layouts Transitions Table Styles Charts SmartArt Graphics WordArt

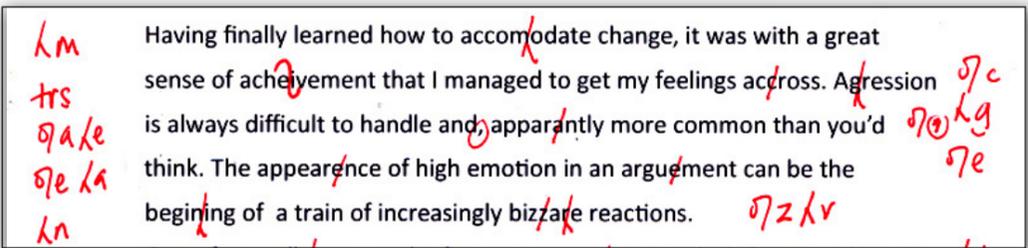
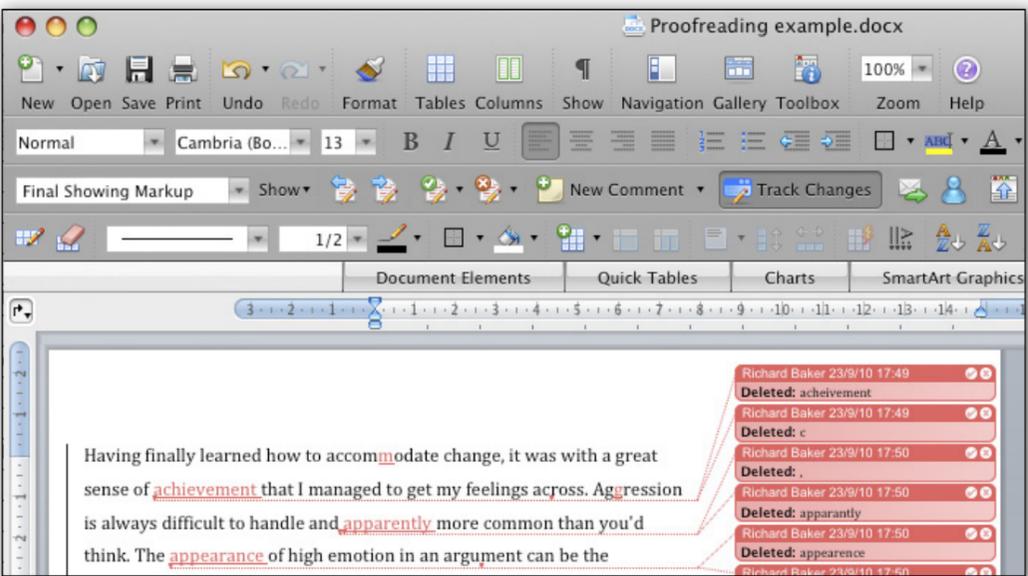
Slides Outline

- 1 Adding Value
- 2 Divider slide
- 3 Standard title - 28pt Arial Bold
- 4 You can emphasize important points
- 5 What we do for you
- 6 How we deliver value

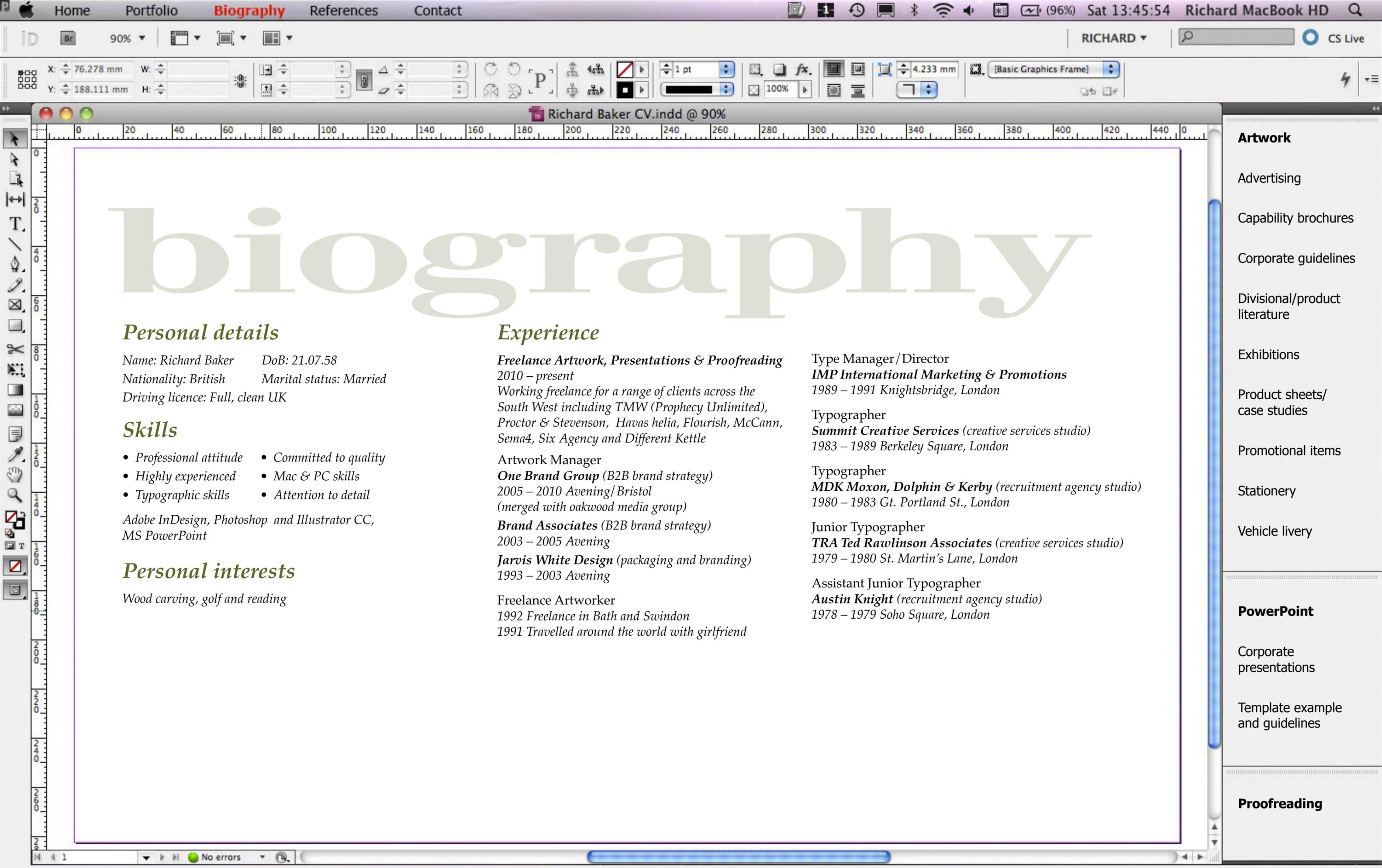
Normal View Slide 1 of 6



One fictional proofreading example is shown here in three different formats: (top) Acrobat, (middle) MS Word and (bottom) handwritten. Whatever your preferred application, your copy can be checked for spelling, grammar, punctuation, consistency, typography and sense!



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# biography

## Personal details

Name: Richard Baker      DoB: 21.07.58  
Nationality: British      Marital status: Married  
Driving licence: Full, clean UK

## Skills

- Professional attitude
- Highly experienced
- Typographic skills
- Committed to quality
- Mac & PC skills
- Attention to detail

Adobe InDesign, Photoshop and Illustrator CC,  
MS PowerPoint

## Personal interests

Wood carving, golf and reading

## Experience

### Freelance Artwork, Presentations & Proofreading

2010 – present  
Working freelance for a range of clients across the South West including TMW (Prophecy Unlimited), Proctor & Stevenson, Havas helia, Flourish, McCann, Sema4, Six Agency and Different Kettle

### Artwork Manager

**One Brand Group** (B2B brand strategy)  
2005 – 2010 Avening/ Bristol  
(merged with oakwood media group)

### Brand Associates

(B2B brand strategy)  
2003 – 2005 Avening  
**Jarvis White Design** (packaging and branding)  
1993 – 2003 Avening

### Freelance Artworker

1992 Freelance in Bath and Swindon  
1991 Travelled around the world with girlfriend

### Type Manager/Director

**IMP International Marketing & Promotions**  
1989 – 1991 Knightsbridge, London

### Typographer

**Summit Creative Services** (creative services studio)  
1983 – 1989 Berkeley Square, London

### Typographer

**MDK Moxon, Dolphin & Kerby** (recruitment agency studio)  
1980 – 1983 Gt. Portland St., London

### Junior Typographer

**TRA Ted Rawlinson Associates** (creative services studio)  
1979 – 1980 St. Martin's Lane, London

### Assistant Junior Typographer

**Austin Knight** (recruitment agency studio)  
1978 – 1979 Soho Square, London

## Artwork

Advertising

Capability brochures

Corporate guidelines

Divisional/product literature

Exhibitions

Product sheets/ case studies

Promotional items

Stationery

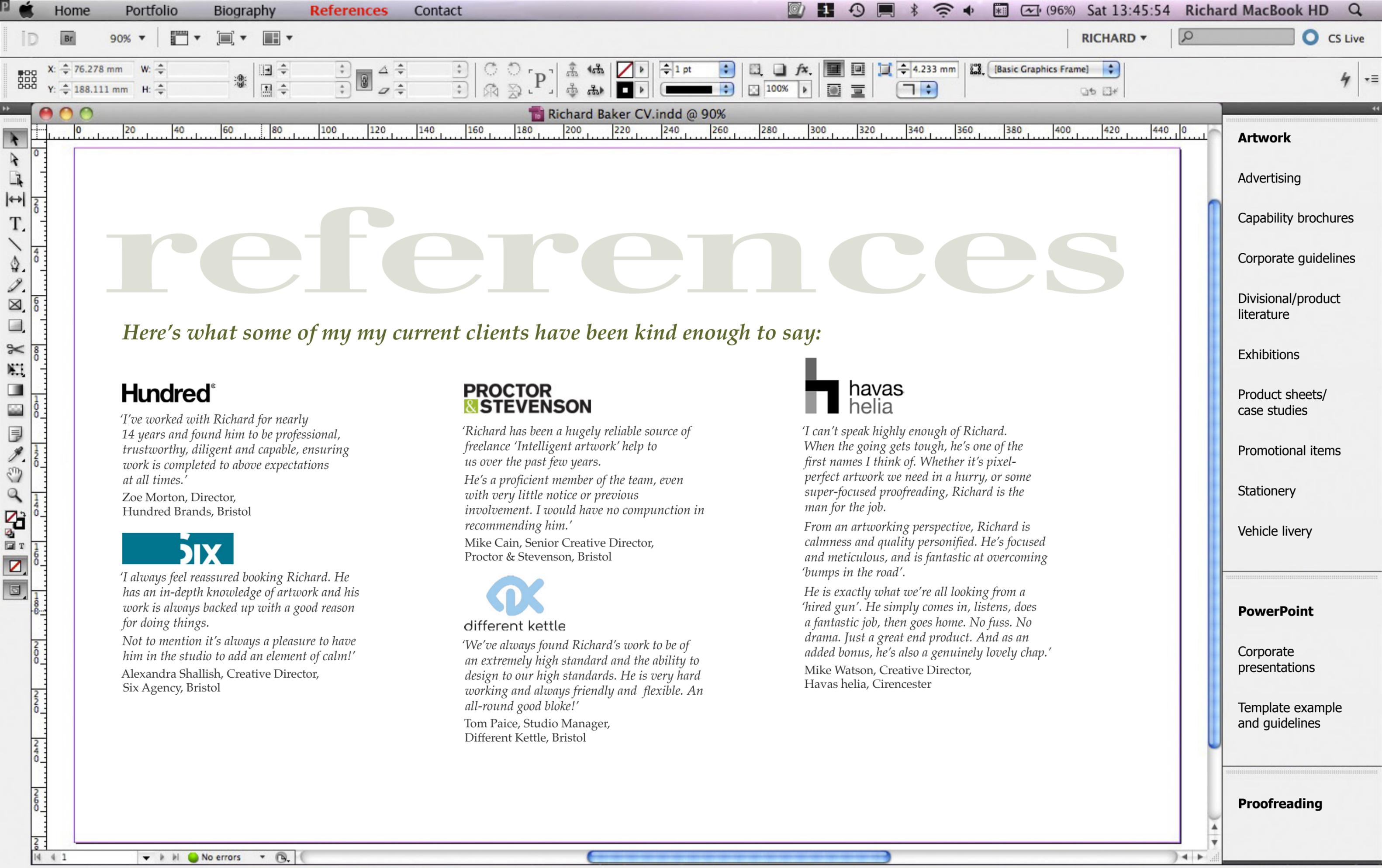
Vehicle livery

## PowerPoint

Corporate presentations

Template example and guidelines

## Proofreading



# references

*Here's what some of my my current clients have been kind enough to say:*

## **Hundred®**

*I've worked with Richard for nearly 14 years and found him to be professional, trustworthy, diligent and capable, ensuring work is completed to above expectations at all times.'*

Zoe Morton, Director,  
Hundred Brands, Bristol



*I always feel reassured booking Richard. He has an in-depth knowledge of artwork and his work is always backed up with a good reason for doing things.*

*Not to mention it's always a pleasure to have him in the studio to add an element of calm!'*

Alexandra Shallish, Creative Director,  
Six Agency, Bristol

## **PROCTOR & STEVENSON**

*'Richard has been a hugely reliable source of freelance 'Intelligent artwork' help to us over the past few years.*

*He's a proficient member of the team, even with very little notice or previous involvement. I would have no compunction in recommending him.'*

Mike Cain, Senior Creative Director,  
Proctor & Stevenson, Bristol



## **different kettle**

*'We've always found Richard's work to be of an extremely high standard and the ability to design to our high standards. He is very hard working and always friendly and flexible. An all-round good bloke!'*

Tom Paice, Studio Manager,  
Different Kettle, Bristol



*'I can't speak highly enough of Richard. When the going gets tough, he's one of the first names I think of. Whether it's pixel-perfect artwork we need in a hurry, or some super-focused proofreading, Richard is the man for the job.*

*From an artworking perspective, Richard is calmness and quality personified. He's focused and meticulous, and is fantastic at overcoming 'bumps in the road'.*

*He is exactly what we're all looking for from a 'hired gun'. He simply comes in, listens, does a fantastic job, then goes home. No fuss. No drama. Just a great end product. And as an added bonus, he's also a genuinely lovely chap.'*

Mike Watson, Creative Director,  
Havas helia, Cirencester

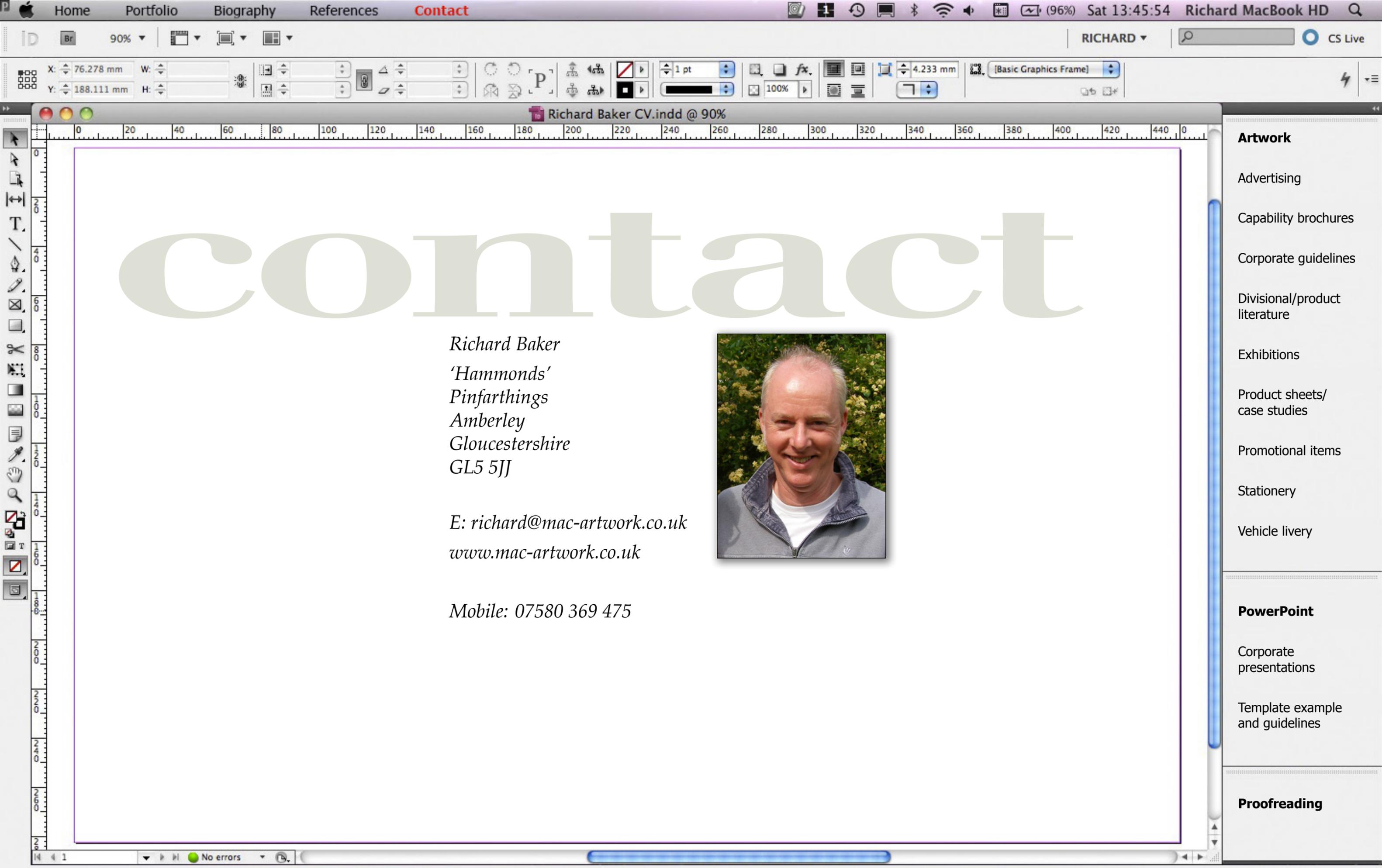
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### **PowerPoint**

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### **Proofreading**



# contact

*Richard Baker  
'Hammonds'  
Pinfarthings  
Amberley  
Gloucestershire  
GL5 5JJ*



*E: [richard@mac-artwork.co.uk](mailto:richard@mac-artwork.co.uk)  
[www.mac-artwork.co.uk](http://www.mac-artwork.co.uk)*

*Mobile: 07580 369 475*

## Artwork

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