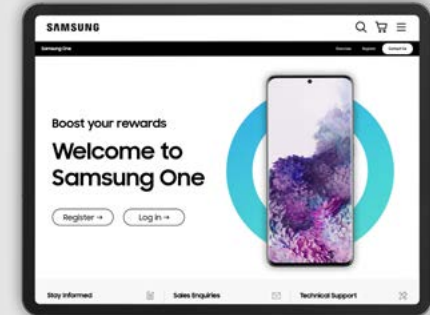
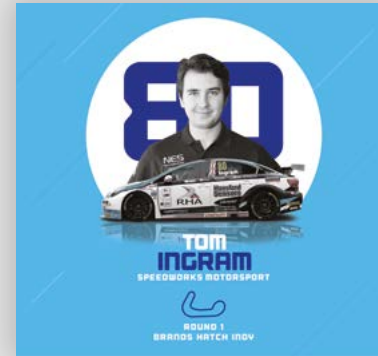


nathan.

Freelance graphic designer and artworker



Hey there! I'm nathan.

A versatile and creative freelance graphic designer based in Surrey, England.

[See latest work →](#)



The story so far.

I've spent the last 9 years developing my skills as a graphic designer working in a number of agency, in-house and freelance roles. Here's a quick overview of my work journey so far and a full CV can be downloaded below.

[Download CV ↓](#)

Self employed Graphic Designer / Artworker

July 2023 - Present

Ogilvy UK Midweight Graphic Designer

January 2020 – June 2023

Lyle and Scott Graphic Designer

June 2019 – December 2019

Zone3 Junior Graphic Designer

September 2018 – May 2019

MPA Creative Junior Graphic Designer

May 2016 – September 2018

Who I've worked with.

From technology leaders and financial giants to motorsport icons and fashion pioneers, I've worked closely with global brands of all sizes across various industries and have been trusted to deliver consistent, high-quality design solutions on their behalf.

A selection of these clients include:

SAMSUNG

NOKIA



ORACLE

**AMERICAN
EXPRESS**



Givaudan
Human by nature

COQUAL

ZONE3



**WILLIAMS
RACING**



**motorsport
NETWORK**

Design ethos.

My approach to the design process is based on four key principles, which allow me to nurture relationships and deliver a high-standard of creative output on a consistent basis.

1. Adaptability

There's no 'one-size-fits-all' approach to design, so I draw on my industry experience and adapt to each brief to deliver the best work possible.

2. Attention to detail

I pride myself on my attention to detail and craft all creative down to the smallest details and always hold myself to the same high standard.

3. Simplicity is key

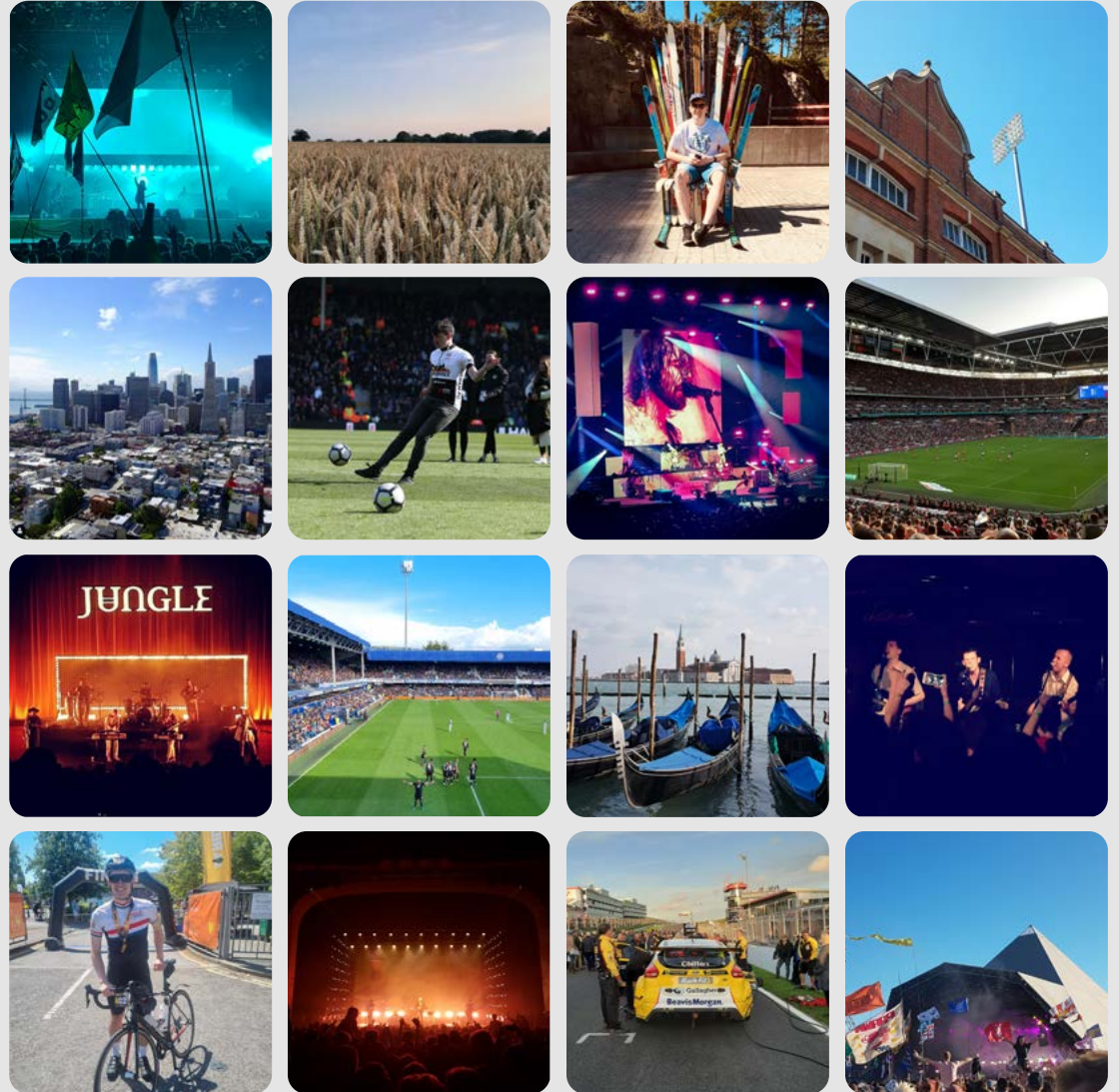
We work in an industry which can often be filled with complexity. I believe in the power of simplicity to communicate ideas and design more effectively.

4. Collaboration from the start

I value openness and transparency and work hard to build strong relationships from the start of projects. Things are better when we work together.

Interests.

When I'm not designing, you'll find me doing the things I love to relax. So, whether it's a cycle around the Surrey Hills, taking a trip to watch the mighty Fulham, or an evening out watching one of my favourite bands, I'm always up to something.



Now for some work.

From product launches, brand campaigns, and brochure designs to crafting logos, visualising research, and creating bespoke artwork, my experience in design spans a broad range of projects, clients, and disciplines. Here is some of the work I'm most proud of.

Samsung.

Brochure design showcasing
a diverse product portfolio
to business decision makers



Samsung.

Look and feel created for the 2022 flagship Foldables mobile launch



Introducing the new Galaxy Z Fold3 and Galaxy Z Flip3.

Foldable phones are not just the latest fad. They're the newest, must-have, innovative mobile business devices that help you work faster, smarter and more efficiently.

With the development of phones, tablets, TVs and monitors moving at pace in recent years, foldable technology is how where companies are focusing their attention and investment. In fact, 8 million shipments of foldable smartphones are expected by the end of 2022.

The future is foldable.

The versatility and flexibility you get from foldable devices helps you work more effectively wherever you choose to work. They make it easier to change quickly between tasks and adapt to new ways of doing business.

Being able to switch instantly from a phone to a tablet-sized device, or just feeling good to a larger screen, helps you multitask on the move with multiple apps at once. And you can see your work or content in its glory on a larger display.

Foldable phones are going to be a significant part of the future. In fact, many leading tech firms such as Google, Microsoft, Facebook, Twitter and Spotify are optimising their services for foldable screens.

Samsung Galaxy Z Flip3

Experience the power of partnerships.

Work smarter and faster with partners on the Samsung Z Fold3 and Galaxy Z Flip3.

Our unique partnership with Google lets you optimise your Android apps. The Windows Overlays let you give your best experience. We also partner with Microsoft to provide full-size business apps, including Office and Outlook.

Plus, with Samsung DeX on the Galaxy Z Flip3, you can connect your presentations & work across multiple screens.



A new world unfolding for you.

Open yourself up to a new way of doing business.

The Samsung Galaxy Z Fold3 and Galaxy Z Flip3 are ultra-thin yet incredibly strong with cutting-edge displays that adjust to reveal stunning Dynamic AMOLED 2X screens that show your work off in its best light.

The hinges are also precise for a super smooth movement. So you can open your phone out easily to read reports, check emails, prepare for presentations or join video calls without missing any beats.

Better performance through partnership.

At Samsung we believe in the power of partnerships.

Collaborating with Google has helped us drive the development of our outstanding foldable business phones with user experience built in at the heart.

And our partnership with Microsoft has enabled us to optimise Office on these devices, so you have all the business tools and apps you need to be more productive than ever.

All day power for everything all your business needs.

The Samsung Galaxy Z Fold3 has more than enough power to keep you going during the busiest workday with an impressive 4400mAh battery. And if you do run a little low, the 25W Super Fast Charging and the Wireless Charging gets you back up to speed again.

Plus, with Wireless PowerShare, you can even gift some of your charge to a colleague in need of an energy hit-up.

- 4400mAh Capacity
- 25W Super Fast Charging
- 15W Wireless Charging
- 4.5W Wireless PowerShare

Connect faster.

Work faster with the network.

The Samsung Galaxy Z Fold3 and Galaxy Z Flip3 are designed to help you get the most out of your network.

That means no more buffering when you view your reports and check email. It also means you can stream HD content, download apps and update documents up to 20 times faster.



Do more at the same time.

Master multitasking with the phone that lets you do more.

The fully foldable 7.6" Dynamic AMOLED 2X display with 120Hz adaptive refresh rate on the Samsung Galaxy Z Fold3 gives you the flexibility to view multiple apps at once. You can check emails, browse the web and prepare presentations all at once. Helping to supercharge your productivity. The Galaxy Z Fold3 also works with the latest so you can take notes or update documents in any app, whenever you like.

The highly durable foldable phone.

Work anywhere with the folding phone that's tough enough for any task.

The Samsung Galaxy Z Fold3 is built with Armour Aluminum frame and scratch-resistant Gorilla Glass Victus, so it's protected against accidental bumps and bumps. And you can work on the move without worrying about spillages or getting caught in the rain with this water resistance.

See and hear every detail like never before.

Share your work and communicate with your colleagues without missing a thing in its glory.

With its 6.7" Dynamic AMOLED 2X display and a 108MP main lens, the Samsung Galaxy Z Flip3 lets you see your work in all its glory.

Plus, True Stereo Sound means you can watch presentations, tune into a podcast, or collaborate on video calls with crystal clear audio quality.

Be informed without being interrupted.

Keep up to date without getting distracted.

The Cover Display on the Samsung Galaxy Z Flip3 is ideal for when you want to keep on top of the govt but don't want to be interrupted.

So you can have your phone on your desk or at hand all day long. To see the time or incoming messages at a glance. You can even preview calls without having to unfold your phone.

Maximise your multitasking.

Get more done, all at once.

The Multi-Window feature on the Samsung Galaxy Z Flip3 helps you take multitasking to the next level.

It lets you get to the apps you need quickly. So there's no endless scrolling. And with the app split, you can check emails, write a report, or browse the web, or add notes to a document while tuning to your favourite video call.

Unfold the next.

Upgrade to the ground-breaking.

Open up new ways of working by using your Galaxy Z Fold3 or Z Flip3. Samsung's foldable phones are the most powerful, most innovative, and fully optimised for business and design. They're also the most versatile. With the Galaxy Z Fold3, you can use it as a tablet, a laptop, or a desktop. And with the Galaxy Z Flip3, you can use it as a phone, a watch, or a smartwatch.

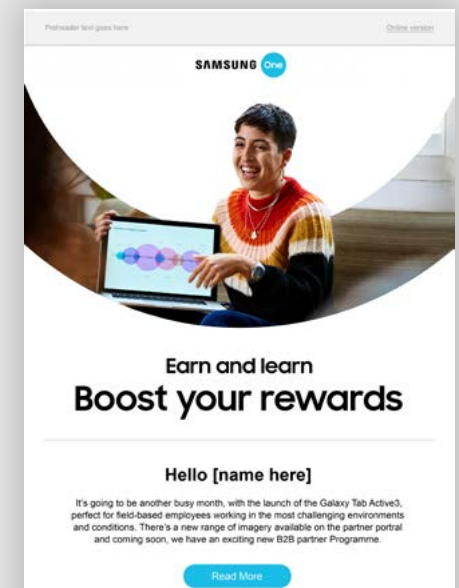
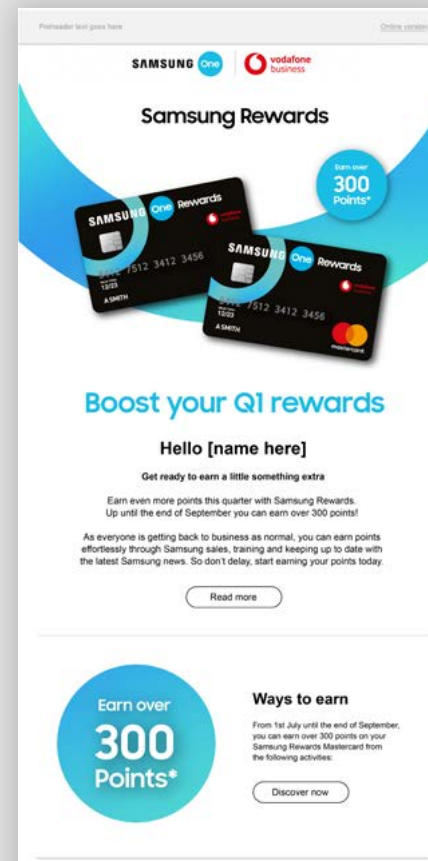
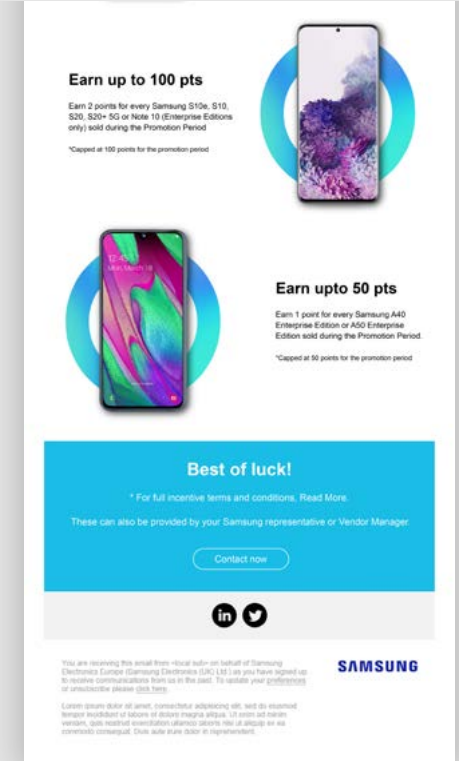
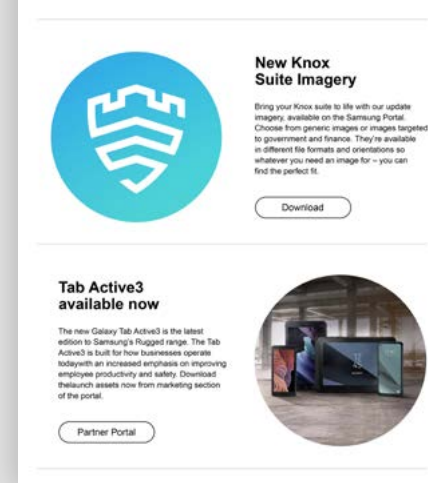
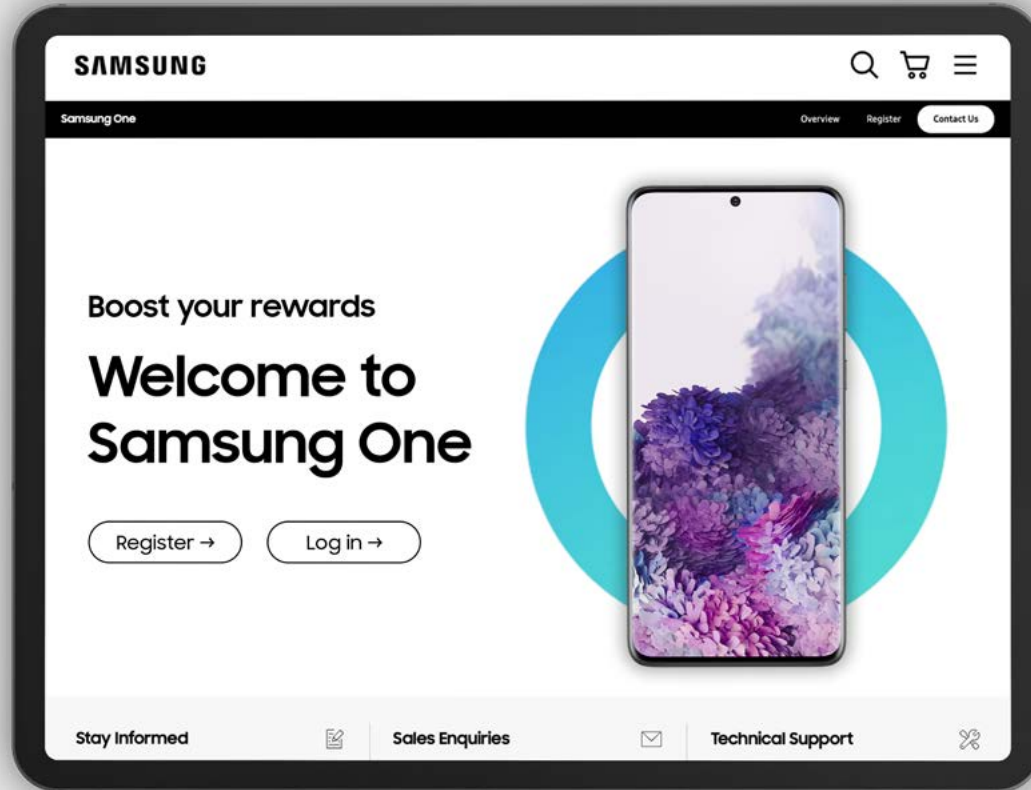
Foldable phones are set to become the new normal. And you're the one to lead the way. So you can be the first to see the future of mobile. Upgrade to the Samsung Z Fold3 and you'll see the future of mobile. Upgrade to the Samsung Z Flip3 and you'll see the future of mobile.

nathan.

Get in touch →

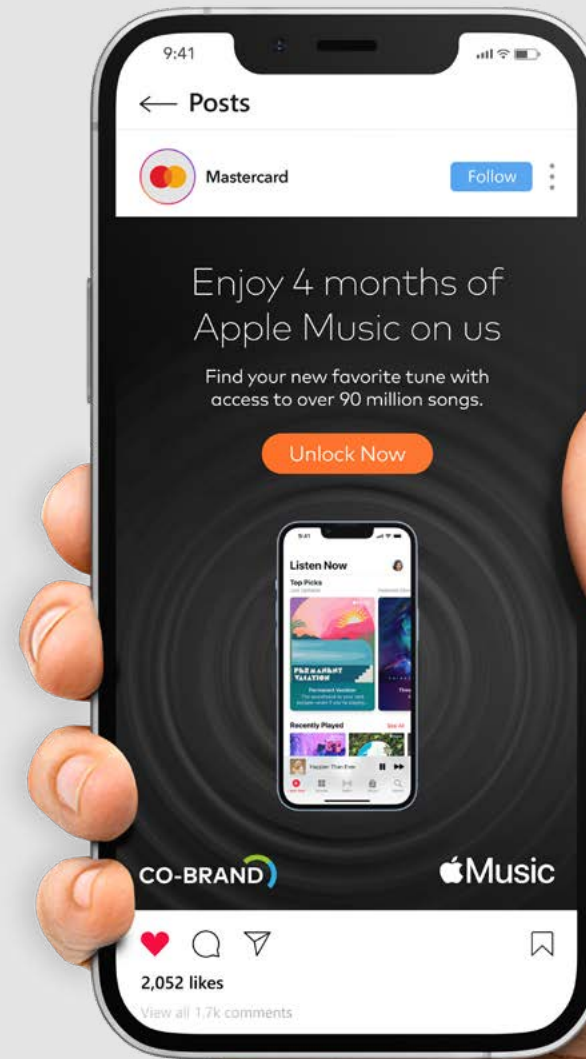
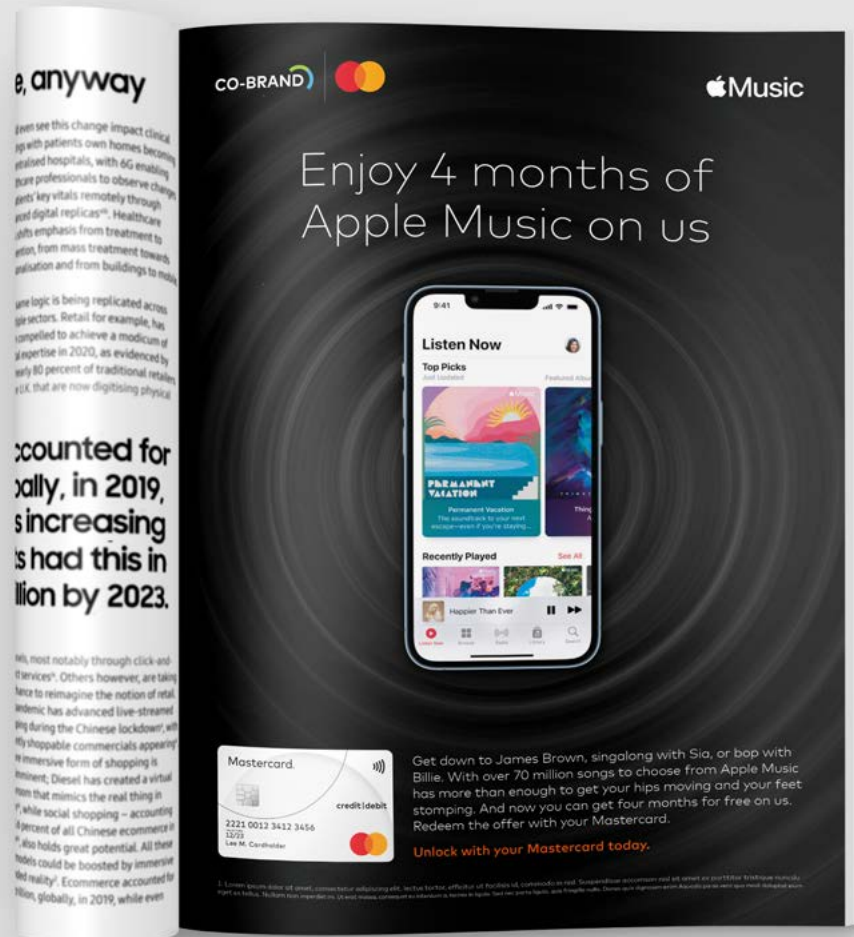
Samsung.

A refined identity for the brand's B2B partner programme; Samsung One



Mastercard and Apple.

Global toolkit design for a high-profile brand promotion



Mastercard.

An accessible-first sales deck design to promote a new card standard for the blind and partially sighted

Touch Card by Mastercard

Building a more accessible card payments system for people who are blind or partially sighted.



Challenge and Context

Sight loss has a global impact

Across the world, 43 million people have been diagnosed as legally blind¹, and 2.2 billion have some form of near or distance sight loss,² with cataracts being the leading cause.³

The impact of sight loss is set to increase, with smoking, diet choice, and an ageing population all contributing to a rise in cases.²

The number of people affected by sight loss varies by region,⁴ as you can see below:

Region	Population (m)
LAC	77.5m
NAM	18.2m
EUR	94m
MEA	164.5m
APAC	791.6m

1. Bureau of Economic Analysis, 2019. 2. World Health Organization, 2019. 3. World Health Organization, 2019. 4. World Health Organization, 2019.

Challenge and Context

Sight loss will **increase by 55%** – or about **600 million people** – over the next 30 years, globally.¹

Blindness is expected to exceed **61 million by 2050.**¹

1. Data from WUOLG 2020 model, accessed via the WUOLG Vision Atlas. Data is based on a systematic review and meta-analysis of population-based research relevant to sight loss from between January 2000 to October 2018.

Competitive Differentiation

Unifying a fragmented payments landscape

Existing card designs lack a unified approach. Some use out-of-date methods such as braille dots. Others use high-contrast text. And some feature a single notch to identify the card.

Touch Card unites the functional methods and can be paired with text to increase accessibility.

Consumer Pain Points

People with sight loss face unique barriers when accessing payments

Barrier	Percentage	Description
Independence	29%	of people in the UK who are blind or partially sighted can manage their finances independently. ¹
Fraud	89%	of people in France who are partially sighted have been victims of fraud at the point of sale. ²
Accessibility	63%	of people in the US who are blind or partially sighted can't access a bank system due to accessibility issues. ³
Risk		People who are blind or partially sighted may need to reveal their PIN to a merchant, putting their security at risk. ⁴

1. Edwards A. Barriers to Financial Inclusion: Factors affecting the independent use of banking services for blind or partially sighted people. Royal National Institute of Blind People (RNIB) for the Royal Bank of Scotland Group, 2011. 2. Bureau of Economic Analysis, 2019. 3. Bureau of Economic Analysis, 2019. 4. Bureau of Economic Analysis, 2019.

Reasons To Act

Only 4% of all businesses actively design for people with disabilities¹

Consumers have stronger affinity to brands whose values align with theirs. Designing for inclusion isn't just the right thing to do, it also makes good business sense.

Statistic	Percentage	Description
Global consumers prefer to purchase products and services from companies that stand for a purpose. ²	63%	
Global consumers are more loyal to brands that address social inequalities. ³	57%	
Global Gen Z consumers are willing to purchase products deemed beneficial to society. ⁴	90%	

1. Return On Disability Group, 2019 Annual Report: 'The Global Economy of Disability'. 2019. United Nations. 3. The 'You Don't Know Me' Project. 4. The 'You Don't Know Me' Project.

Value Proposition

Everyone deserves an easy way to pay, no matter how they see the world

Introducing Touch Card by Mastercard – driving accessibility by establishing a new card standard for people who are blind or partially sighted.



Issuer and Consumer Benefits

Everyone benefits

- Can help to increase card usage and drive top of wallet behavior
- Can help encourage brand loyalty and advocacy to build stronger relationships with cardholders

Value Proposition

Small notch, big difference

This is the first system of notches designed to enable people with sight loss to correctly distinguish between – and efficiently use – different payment cards at the point of sale.

Feature	Description
Identification over orientation	The Touch Card notches allow people to tell the difference between credit, debit, and prepaid products – at first for the market.
Inclusive for all	The notch can address both the needs of people who are blind or partially sighted, as well as anyone paying in low-visibility conditions.
Functional by design	The notch shape does not interfere with any other elements of the card's functionality, allowing customers to use the card as normal on a day-to-day basis.



Product Features

Touch Card is...

- A standard which can be applied to cards everywhere
- The first step in a journey towards accessibility in both physical and digital payments
- Endorsed by VISIONS in the US and the Royal National Institute of Blind People (RNIB) in the UK
- Tested and confirmed by global ATM Manufacturers
- A fourth shaped notch will be available in select markets for single message Multi-Account cards (combo cards)



Value Proposition

A world designed for all of us is Priceless®

Be part of the change, start building towards a more inclusive world.



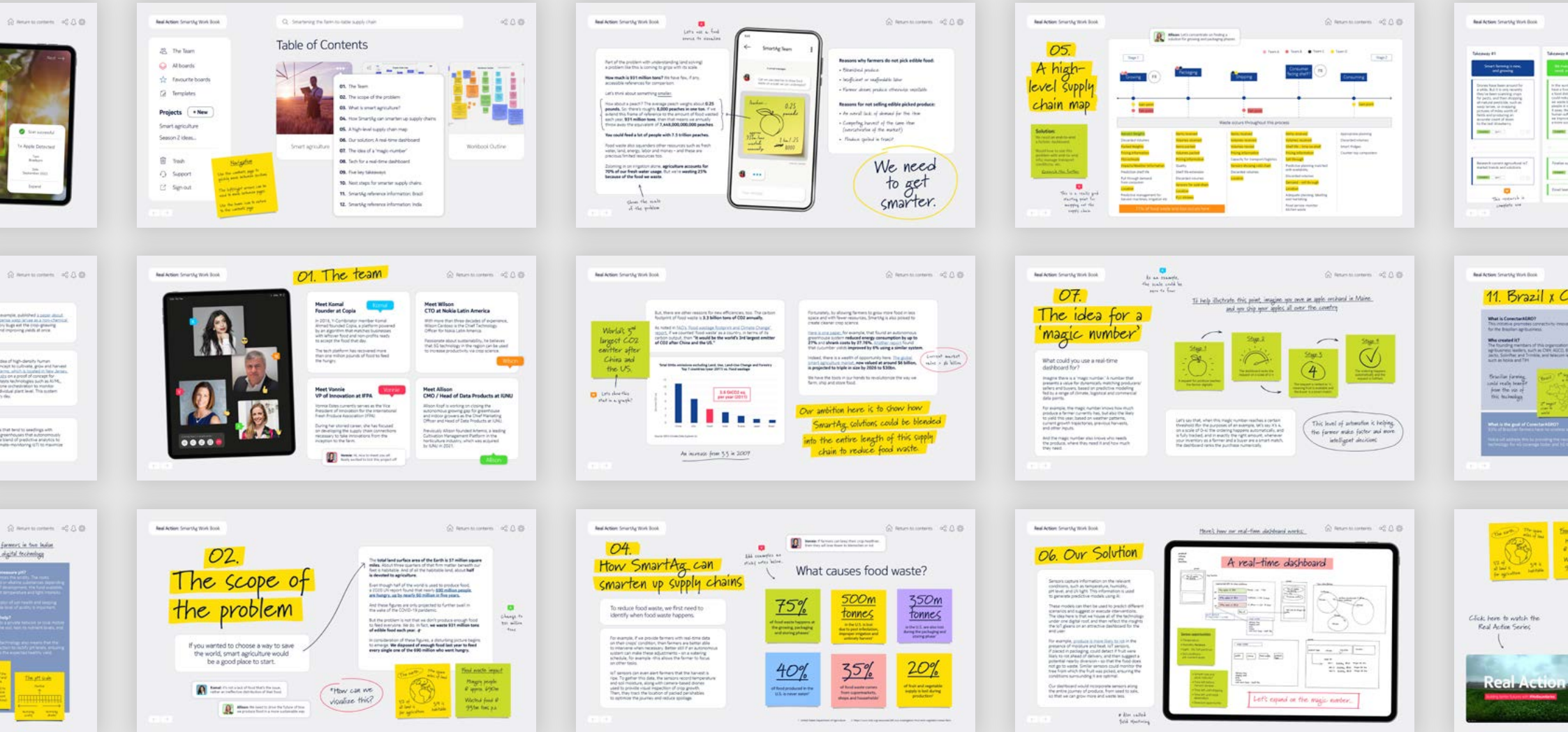
Next Steps

Let's get started

- Evaluate**
Check your current card value propositions to see how Touch Card by Mastercard can help your product offerings.

Nokia.

Bringing influencer driven research to life using an engaging workbook format



nathan.

Get in touch →

Lyle and Scott.

Hero campaign visuals to promote the brand's collaboration with Lovers F.C.



Lyle and Scott.

A unique activation to promote the brand's
'Unwrap an icon' Christmas campaign



Lyle and Scott.

Social carousel layouts designed to showcase seasonal promotions and brand collaborations



Footwear Carousel



Diadora Carousel

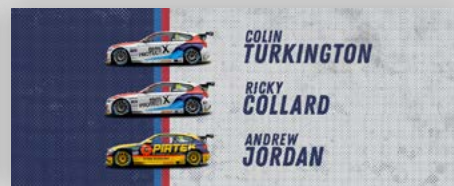
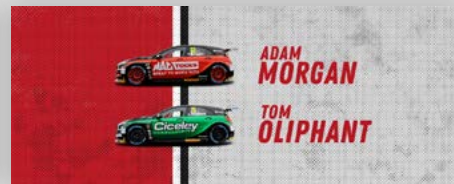
British Touring Car Championship.

Logo design to celebrate the series' diamond anniversary



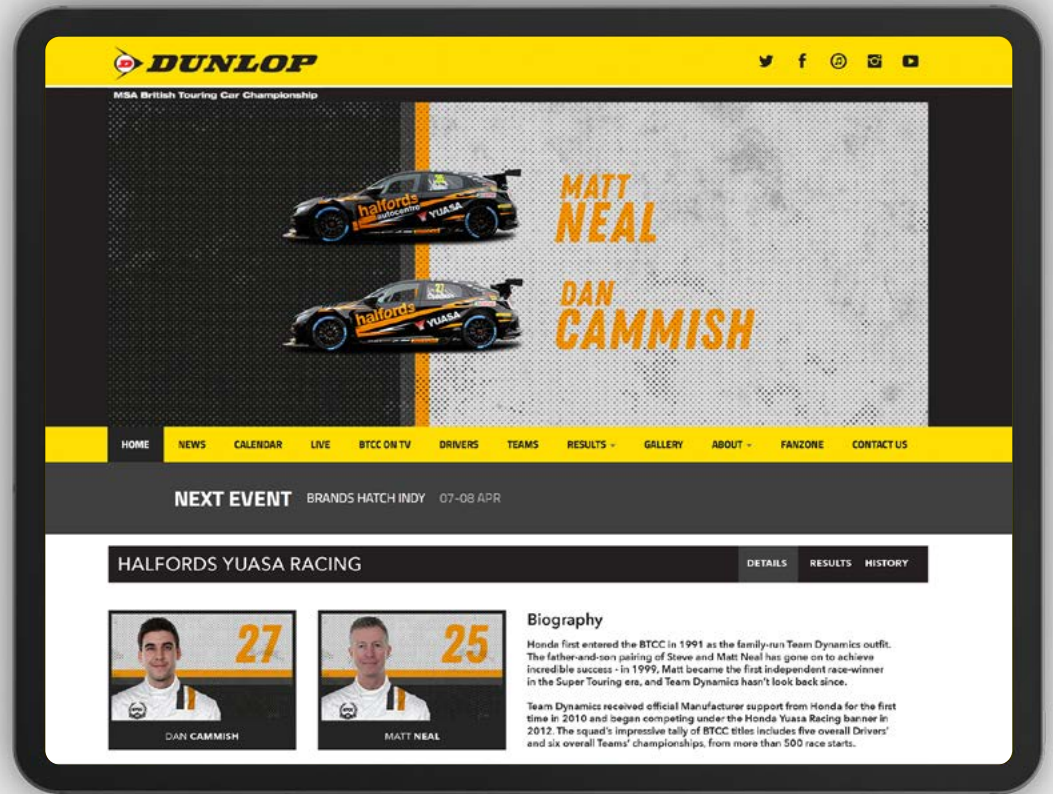
British Touring Car Championship.

Graphic package to showcase the championships' class of 2018



Driver Banners

Team Banners



Example web page

British Touring Car Championship.

Downloadable poster series to honour a record breaking season



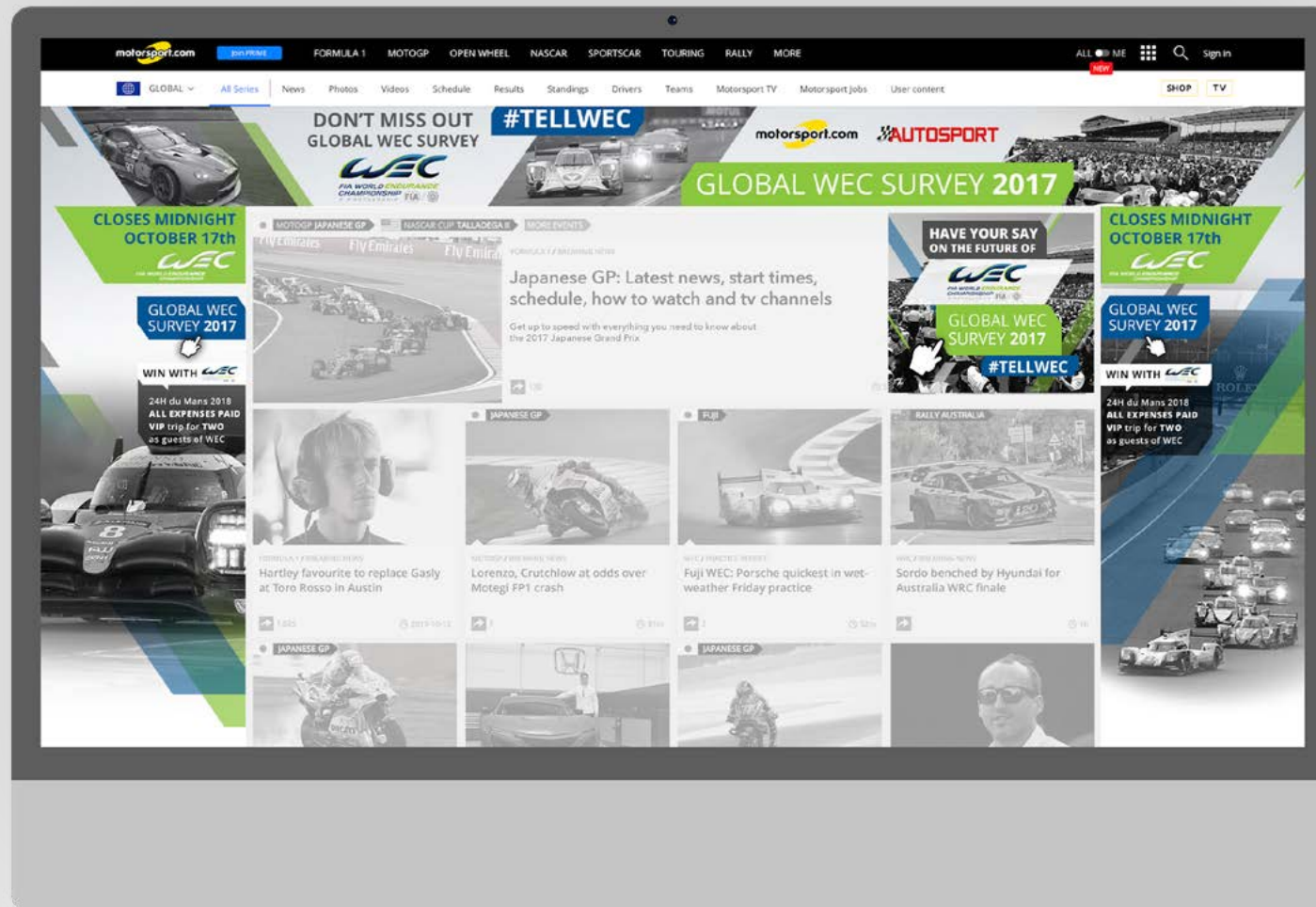
Hero screensaver

Individual driver posters



FIA World Endurance Championship

Campaign aesthetic designed for the 2017 WEC Global Fan Survey



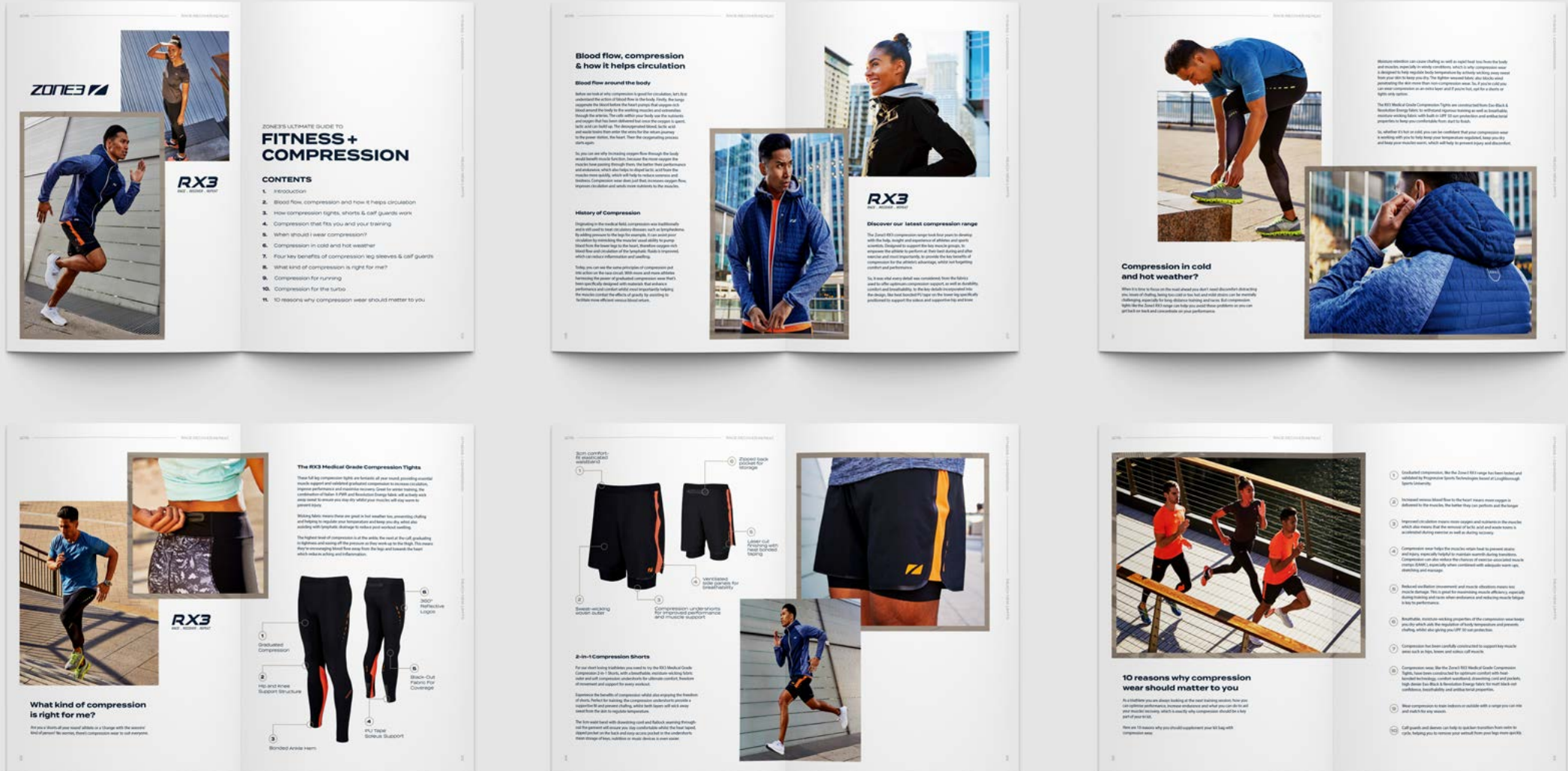
Website takeover



Fan report

Zone3.

Brochure design to introduce the brand's new compression-wear range to the market



Spark Design Academy.

Shortlisted design for St.Andrew's
United F.C. crest competition



Personal projects.

Outside of my professional practice, I like to explore my personal interests through different creative outlets. These side-projects allow me to try out new styles and develop techniques which I bring into my everyday work. From gig posters and mock identities, to illustration and editing photography, I'm usually crafting something new.

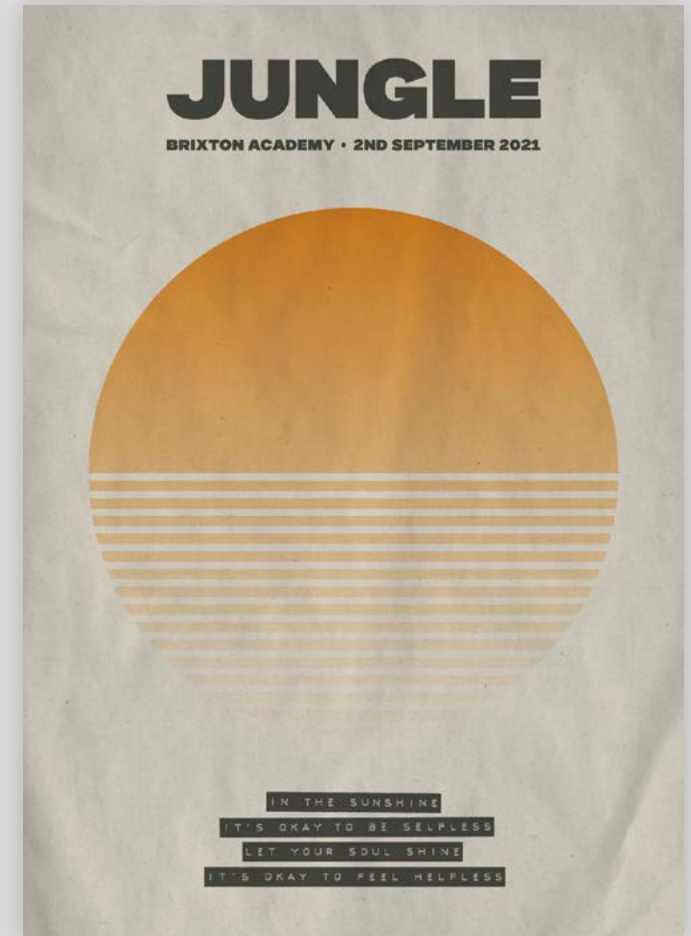
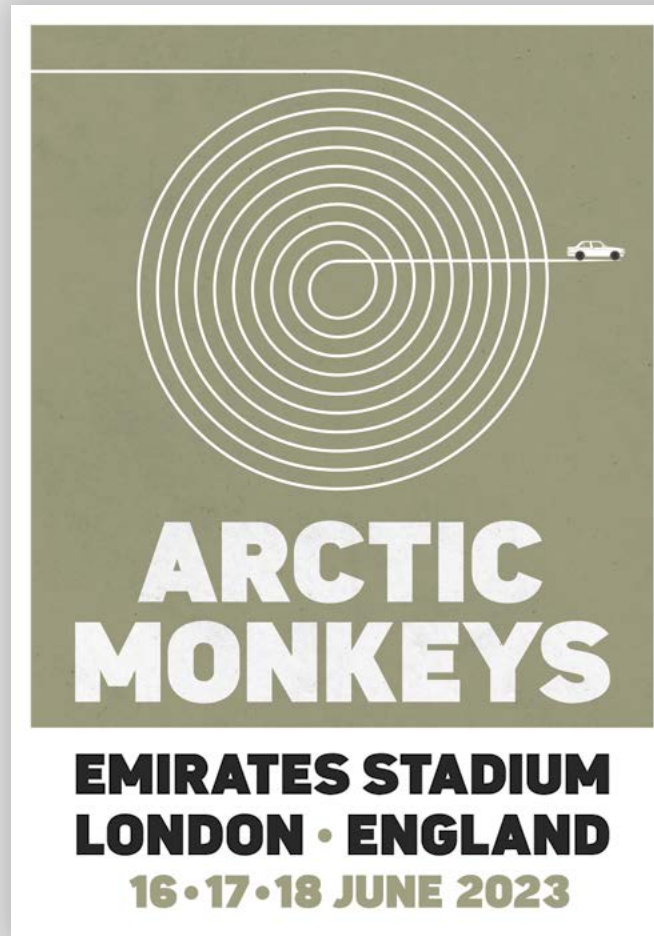
Project 64.

Capturing the best moments from the 2018 World Cup, one match at a time



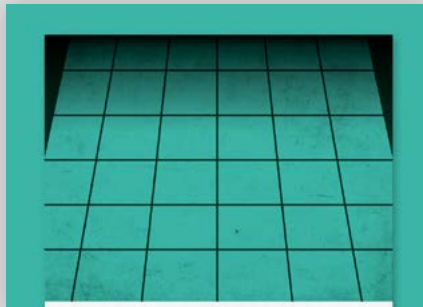
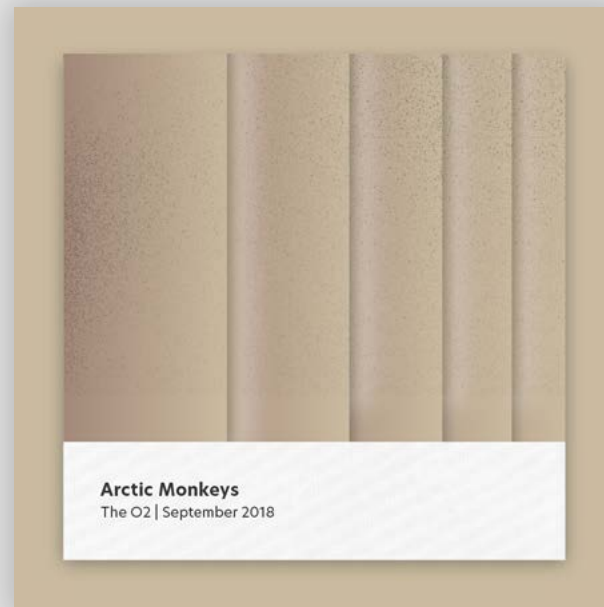
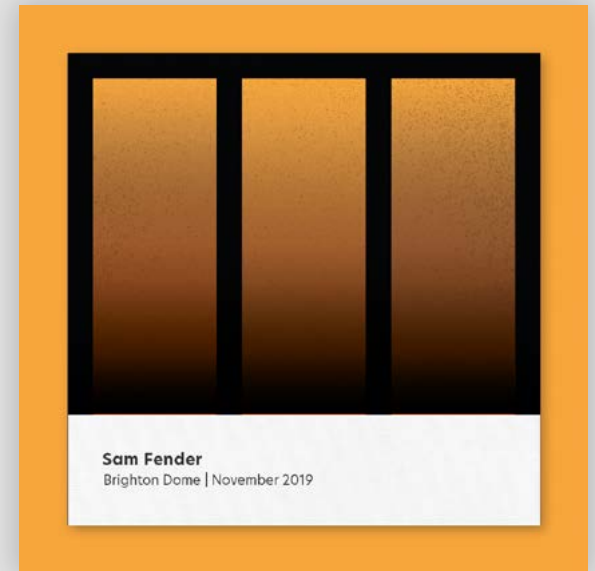
Gig posters.

A selection of gig posters designed to celebrate an evening of live music



Abstract gigs.

Illustrating gigs with
an abstract twist



Get in touch.

If you want to chat about a project or want to know more about my experience and how we might be a good fit, please reach out and get in contact; I'm always keen to connect with new people and discuss new creative opportunities.

Until then, thanks for viewing my portfolio and I look forward to chatting with you soon.

nathan.

By email

nathan.crosbie@outlook.com →

On LinkedIn

linkedin.com/in/nathancrosbie →

On the web

www.nathancrosbie.co.uk →

By phone

[Supplied upon request](#) →
