

jonathan stanbrook

I believe in impacting people's lives for good.

In my work I aim to do this through clear, purposeful ideas and people-focussed design thinking that will create an enriching experience; whether that's through brand expression, visual identity, print or digital.

People I've worked with:

Workspace1
Mynt
Ingenious Ideas
NB Studio
Interbrand
Lewis Moberly
Purpose
Cog Design
Studio Sparrowhill
Diocese of Leicester

Brands I've designed for:

Nokia
Spire Healthcare
Cancer Research UK (CRUK)
PRS for Music Foundation
GoCardless
ECCO
British Heart Foundation
Kew Gardens
Royal Museums Greenwich
Royal Philharmonic Orchestra
Design Council
Knoll

Awards I've won:

D&AD Best New Blood 2011
YCN Student Award 2010

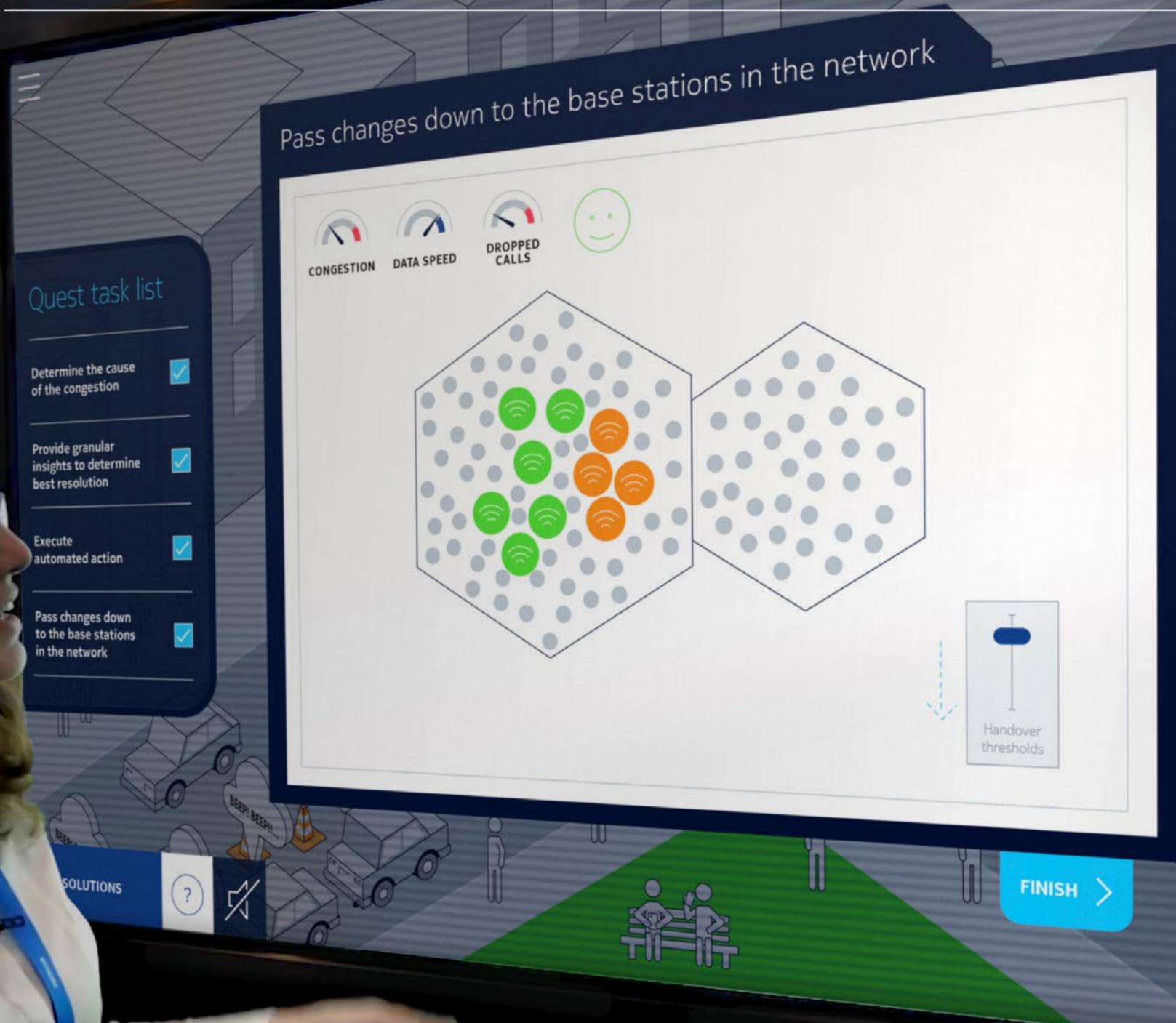
Nokia AI Driven Performance demo

Digital demo that allowed customers to easily explore network performance and optimisation in a fun and engaging way.

This was achieved by incorporating elements of vividly retro gamification, such as "level" achievements and easily navigable menus that showcased Nokia's products and Advanced Analytics use cases.

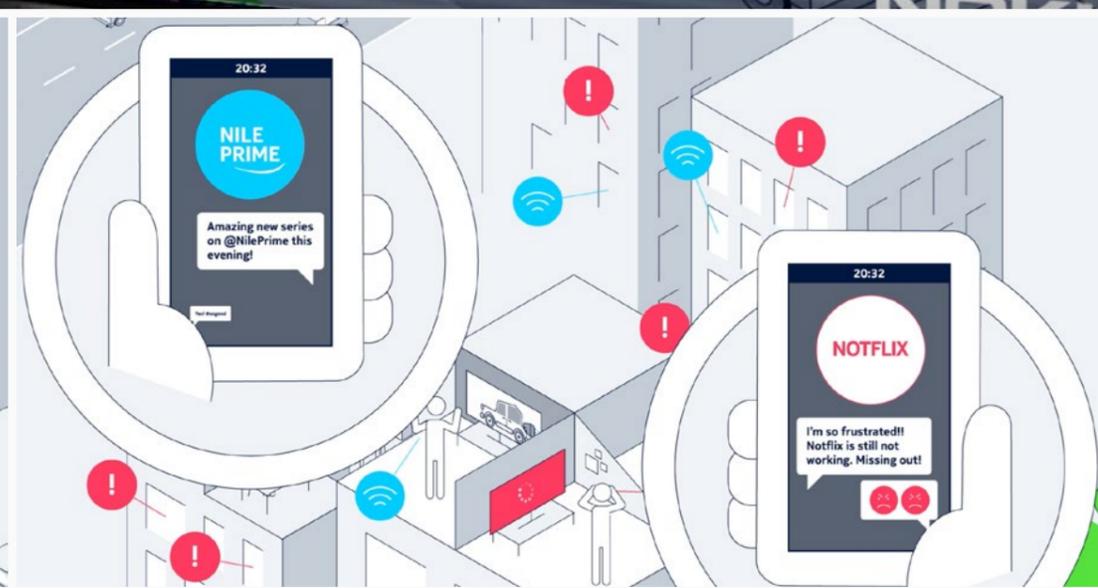
My role was as lead designer from concept through to delivery, working under the Creative Director and alongside external web developers and freelancers.

Agency: Workspace1



The changes are passed down and implemented in the network by EdenNet

1. Adjust the size of the cell
2. Adjust the cell selection parameters
3. Adjust the handover parameters



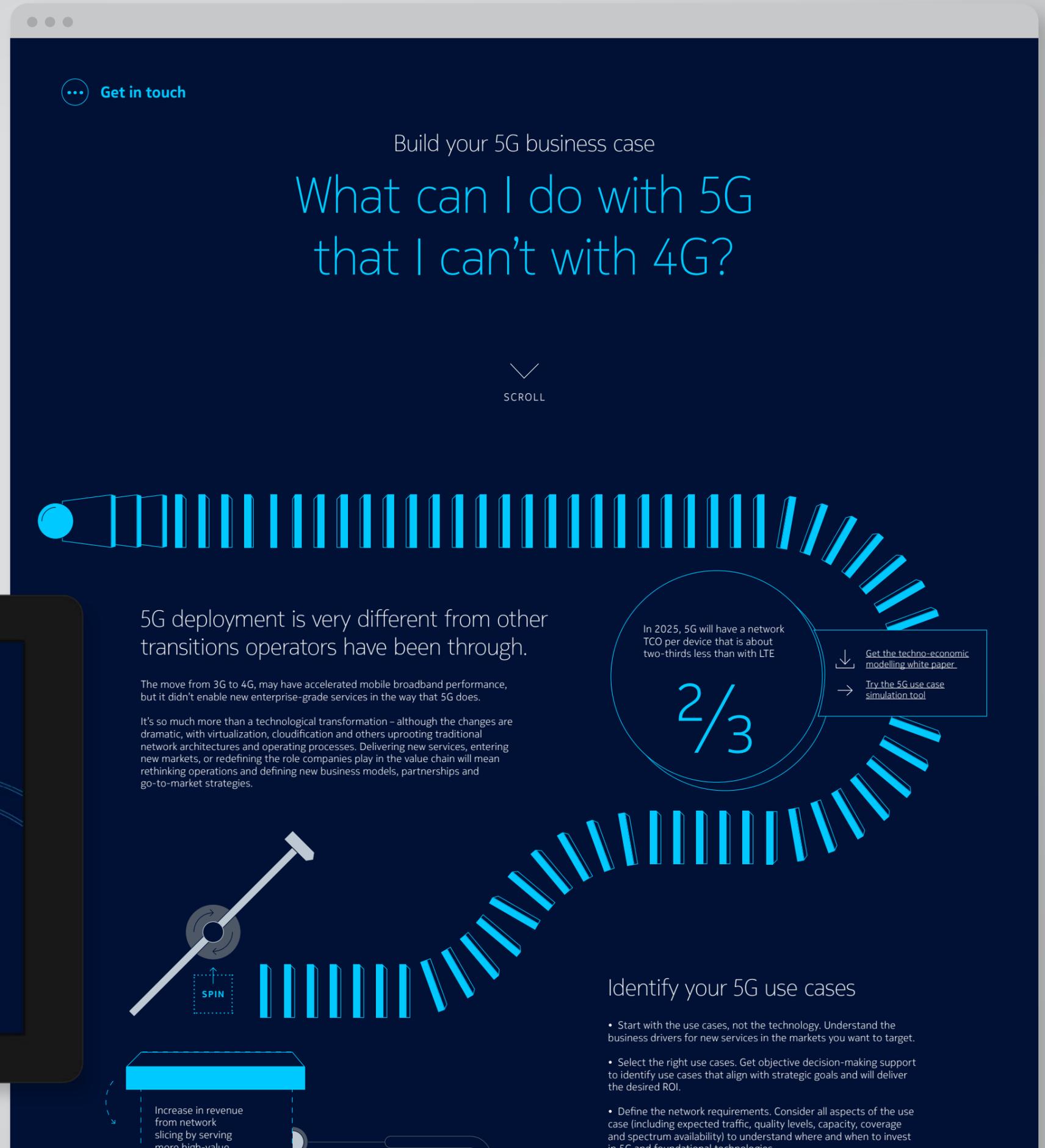
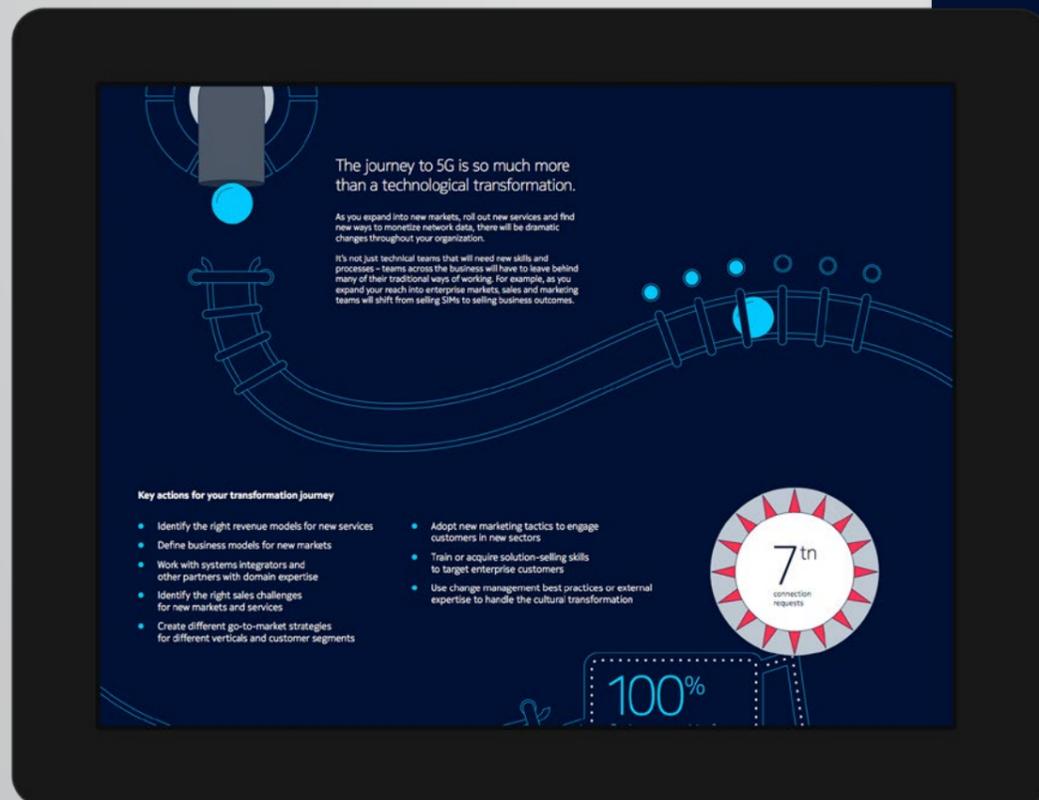
Interactive web experience, highlighting Nokia's wealth of 5G resources and solutions, whilst presenting Nokia as a trusted partner who will make the customer's 5G journey gain momentum and help make the complex simple.

Three core storylines, segmented for different audiences – CTOs, CMOs and CIOs – enabled the user to self-identify with their stage of their 5G journey and jump straight into learning.

A playful marble-run built from stationary and pinball-arcade elements served as a fun detour from the everyday, dry communications, whilst holding closely to Nokia brand guidelines.

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Agency: Workspace1



5G deployment is very different from other transitions operators have been through.

The move from 3G to 4G, may have accelerated mobile broadband performance, but it didn't enable new enterprise-grade services in the way that 5G does.

It's so much more than a technological transformation – although the changes are dramatic, with virtualization, cloudification and others uprooting traditional network architectures and operating processes. Delivering new services, entering new markets, or redefining the role companies play in the value chain will mean rethinking operations and defining new business models, partnerships and go-to-market strategies.

In 2025, 5G will have a network TCO per device that is about two-thirds less than with LTE

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- ↓ [Get the techno-economic modelling white paper](#)
- [Try the 5G use case simulation tool](#)

Identify your 5G use cases

- Start with the use cases, not the technology. Understand the business drivers for new services in the markets you want to target.

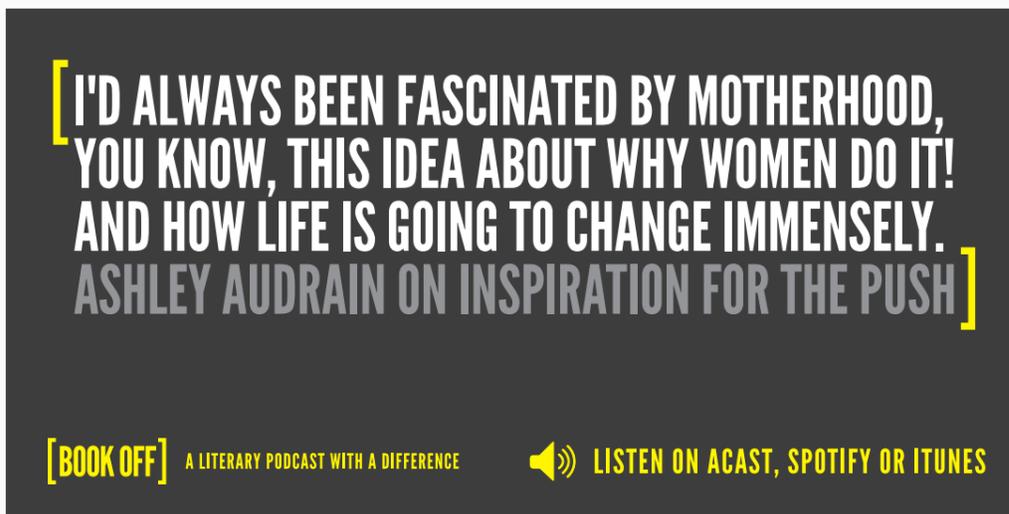
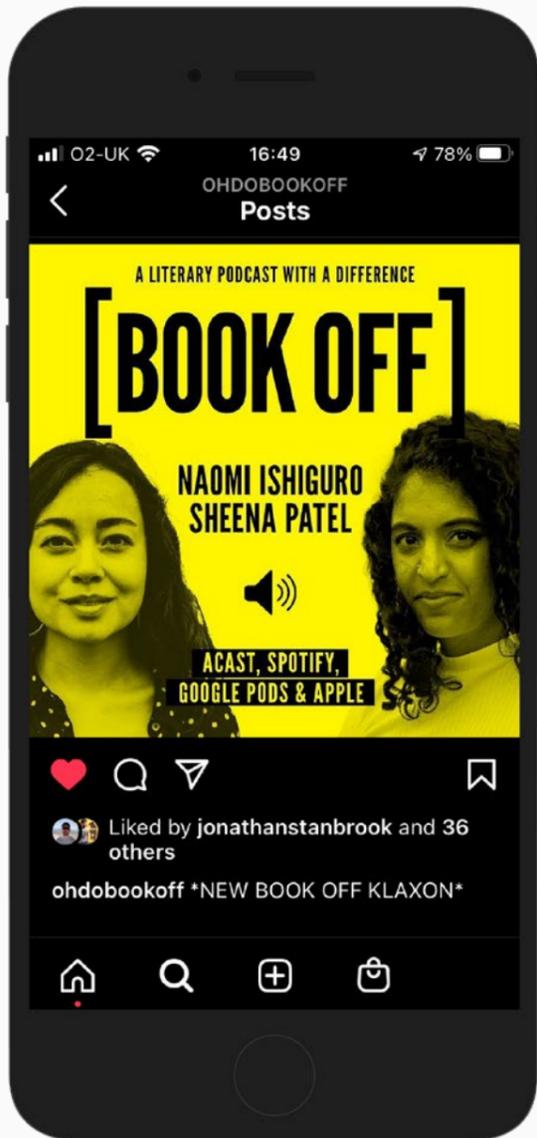
- Select the right use cases. Get objective decision-making support to identify use cases that align with strategic goals and will deliver the desired ROI.

- Define the network requirements. Consider all aspects of the use case (including expected traffic, quality levels, capacity, coverage and spectrum availability) to understand where and when to invest in 5G and foundational technologies.

Increase in revenue from network slicing by serving more high-value...

Brand identity for the literary podcast with a difference.

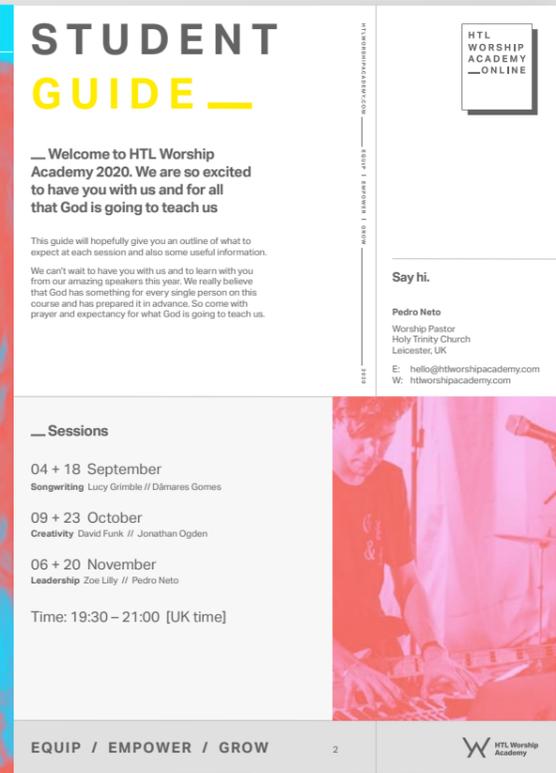
With it's Instagram handle called @ohdobookoff, this podcast was making a statement – aiming to stand out from the stuffy crowd of 'usual' literary podcasts. This bold, assertive purpose needed to be captured in the identity and it's look and feel whilst capturing the sense of discussion and conversation.



Identity and promotion assets for HTL Worship Academy Online.

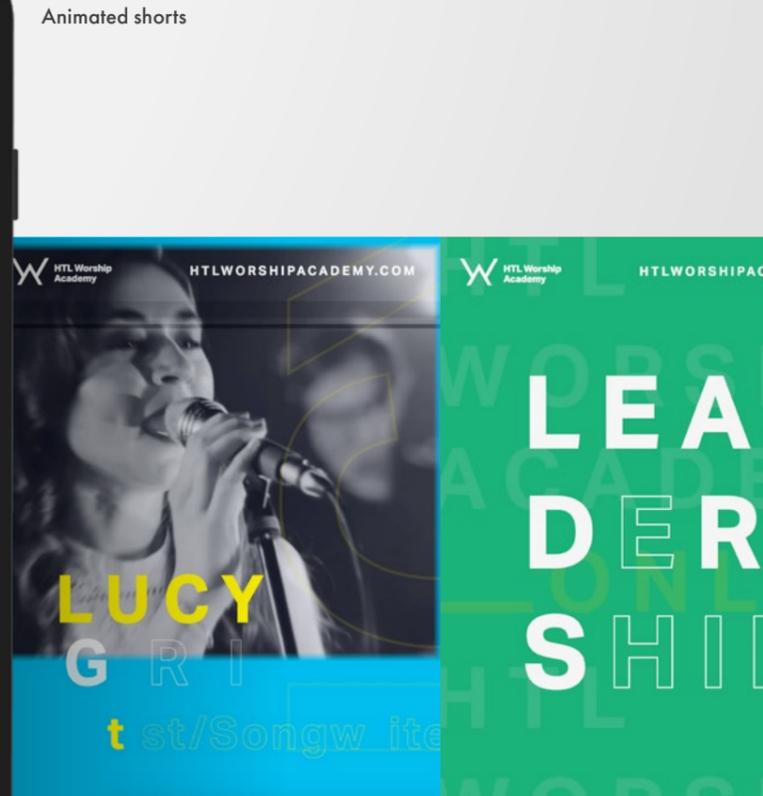
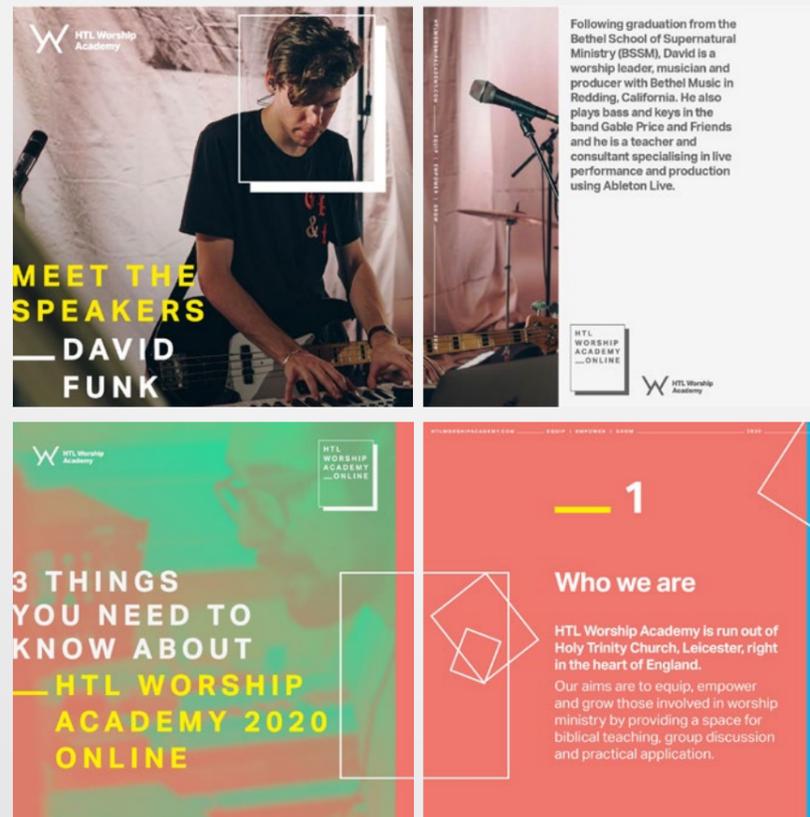
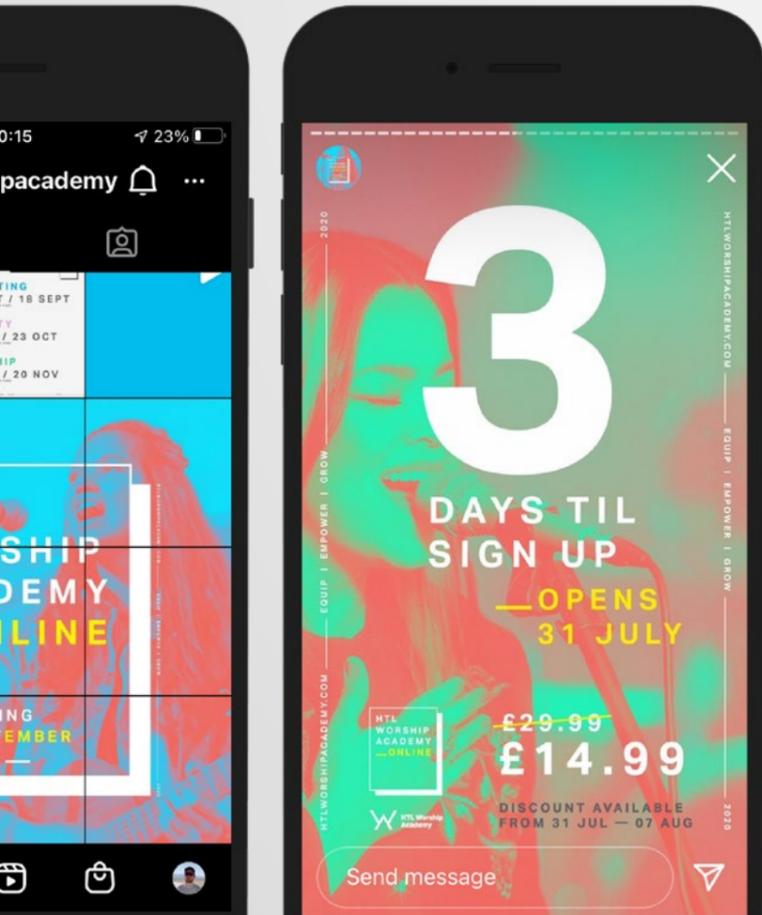
Adapting to the restrictions enforced by the Covid-19 global pandemic, HTL Worship Academy decided to run their 2020 course online for the first time.

To achieve this they had to pivot into a completely digital focused event and so wanted a fresh look and feel to work across digital touchpoints, capturing the essence of breaking out of the box and lifting the lid on the new potential of the Academy.



Student guides

Social media assets



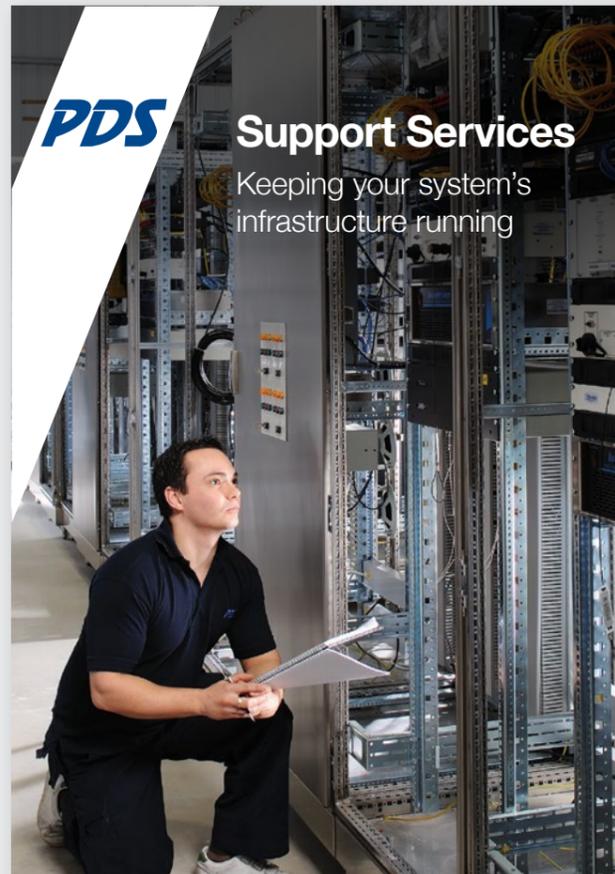
Animated shorts

PDS were keen to breathe new life into their existing brand expression with new brochures and exhibition design.

The aim was to celebrate what they do for their customers and bring a bolder and more confident visual look, building on their existing logo and slash device.

Following the success of this, the studio was asked to develop this new direction across their Traffex exhibition stand graphics, including a set of pictograms.

Agency: Studio Sparrowhill



Support Services

Keeping your system's infrastructure running

Reactive maintenance

System faults can have a major impact on the operational performance of our client's assets. The impact can be minimised with the following dedicated services.

24/7 Support and Callout availability
We provide the option for 24 hour telephone support 365 days a year with immediate response to site in the event of a critical fault and/or call-out request. Our dedicated single call-out number which automatically re-directs to our on call System Support Engineer, therefore guarantees a swift response to resolve critical issues as quickly as possible.

Remote dial in diagnostics
Remote dial in diagnostics provide an additional level of support. Our engineers are able to quickly access client systems, diagnose faults and perform general housekeeping without having the added time and cost of visiting site. This is a low risk solution with physical intervention required only when support is needed.

Benefits:

- Minimal down time
- Lower engineering rectification time
- Decrease in repair cost
- Reduced site based engineering requirement

Surveys and independent reports

Our dedicated system support department benefits from over 50 years of experience collectively, with each senior engineer having in excess of 10 years service within PDS.

With this experience comes the knowledge and the ability to conduct site surveys and issue comprehensive reports, along with recommendations and value engineered solutions in line with client requirements.

PDS From the very beginning start with us...

NAVTECH

Unrivalled service 24/7, 365 days a year

www.pdslimited.co.uk



Tailored training packages

Our dedicated system support team are well versed in offering structured training along with supporting documentation for both Tunnel Operators, Maintainers and Engineers.

Training for our clients is key to enable swift and effective operation of the tunnel in case of an emergency or system critical failure. Both standard and bespoke training packages are available, with the level being driven by client and manufacturers recommendations and we are proficient at putting together the appropriate training package. This pays dividends when assessing and fault finding in conjunction with our telephone support in ensuring minimum disruption with maximum safety at the forefront.

Obsolescence management

Obsolescence notifications often create fear in asset owners due to the possible financial expenditure they envisage having to make.

However, with timely obsolescence management, system life can often be maximised and extended for many years.

Obsolescence management can also be used as an effective budgeting tool for clients, highlighting any potential issues i.e. if there's only one critical spare in stock and the item is being made obsolete, then additional spares can be purchased to accommodate any future failures.



'The Feast' event concept and identity.

The Worship Experiment needed help with a concept and identity for their series of three curated events, where people could come together and have a shared experience of creativity and art and be challenged and engage in questions about faith.

Playing off the idiom 'a feast for the eyes', we developed the idea that would hold the events together – to create a feast for eyes (visuals), ears (sound) and finally an invite only meal. Using tangible print on the streets felt a natural fit for this concept. Straightforward bold black on neon gave a simple but strong visual that was linked across the events by the image style.



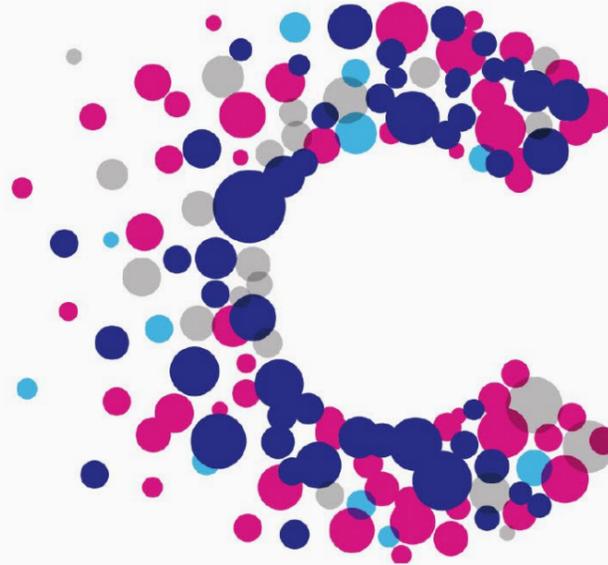
Brand identity for Cancer Research UK.

Cancer Research UK do astounding scientific work in the fight against cancer and yet their presence often went unseen and unrecognised whilst being viewed as cold and clinical.

The aim was to communicate a "bolder, warmer, more confident" and "less clinical" brand persona.

Working directly with senior designers and the Creative Director I was involved with early stage visual development of the new brand positioning which became part of the final brand identity.

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Agency: Interbrand



CANCER RESEARCH UK

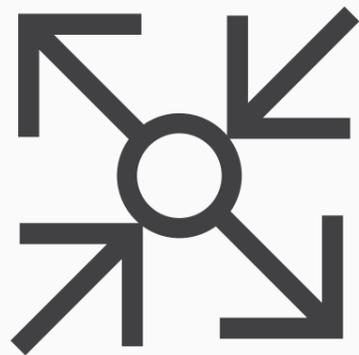


Shown here are some of my sketches exploring the idea of breaking down the 'Big C' and developing some of the dot arrangements that went on to form part of the final identity.

forsport.



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Thank you

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