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# Rory Macrae

Selected works

2018 – 2022

# Hello!

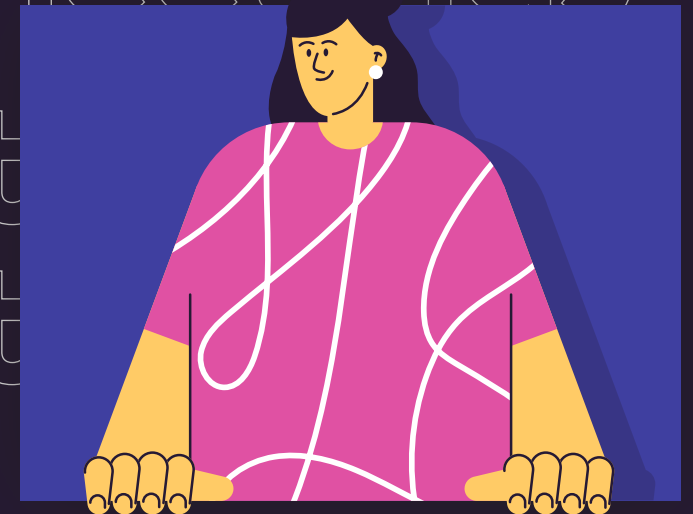
This a snapshot of some of the projects I've worked on in recent years. I've included work from my last role as Design Lead at a software startup and projects from my previous role as Creative Director at London-based agency, Forge.

I've chosen work that I consider to be visually appealing, in the interest of compiling a nice looking portfolio. But my skills in digital product development and branding go much deeper than aesthetics.

PRODUCT DESIGN & STRATEGY  
CREATIVE DIRECTION  
WEBSITE DESIGN  
CONTENT STRATEGY



Client  
meetings  
that  
count



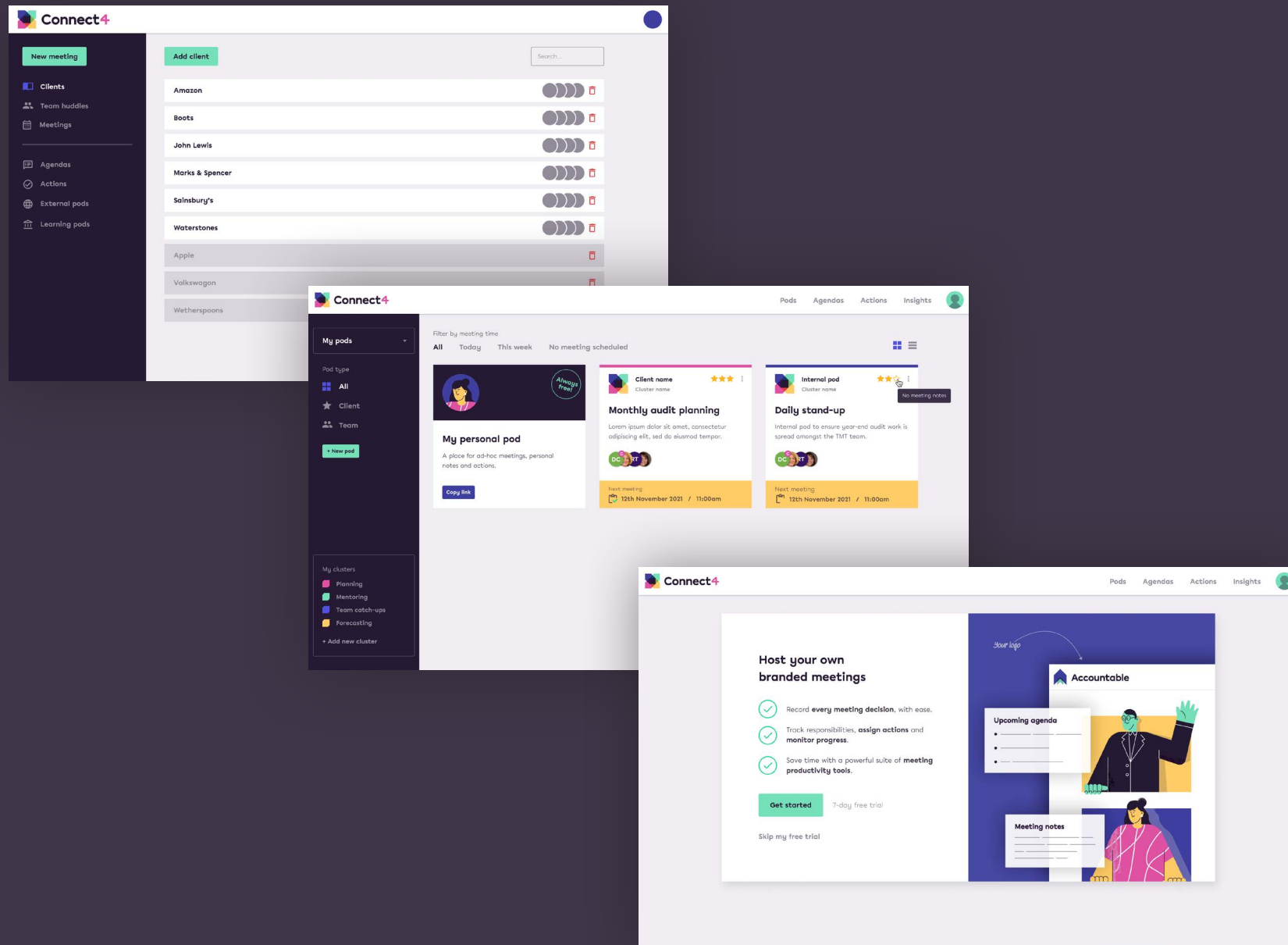
## Connect4

I was involved in every aspect of the business at Connect4, but primarily responsible for everything related to product design.

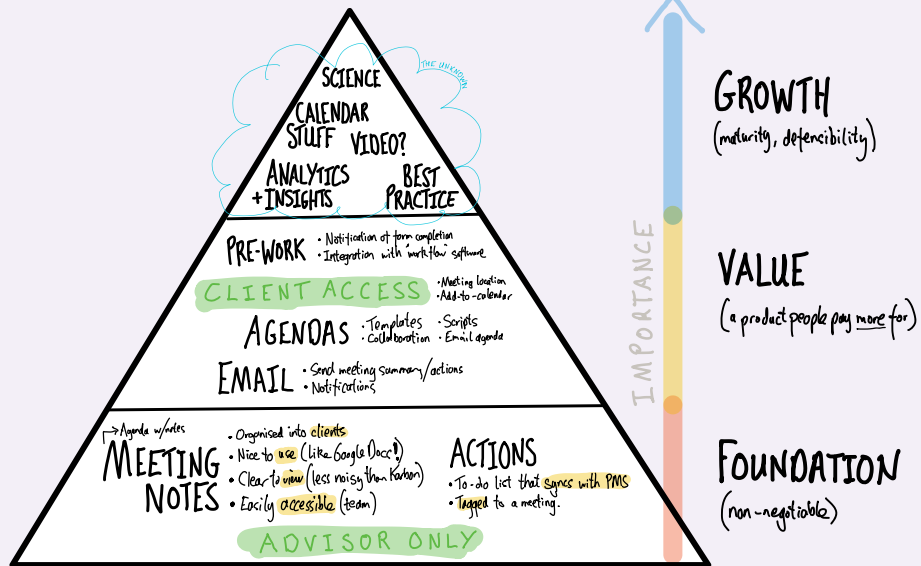
I conducted user interviews, developed wireframes and high-fidelity mockups, and drove the overall strategic direction.

I was also heavily involved in marketing the software. I devised the branding, built the website, directed a product video and developed content campaigns.

**Note:** The characters on this page were drawn by an illustrator who I worked with whilst developing the Connect4 brand. Everything on subsequent pages was created by me.



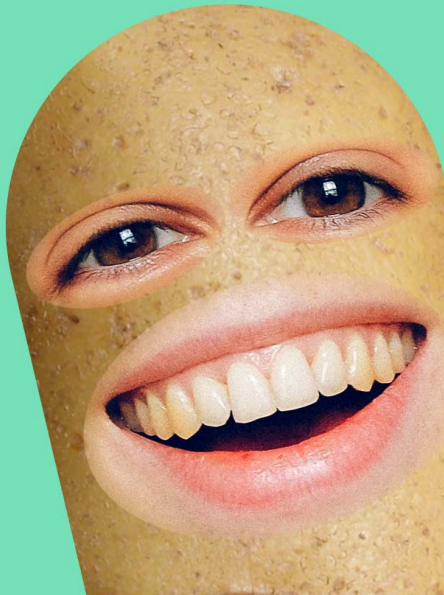
Product design — Dashboard evolution and call-to-action



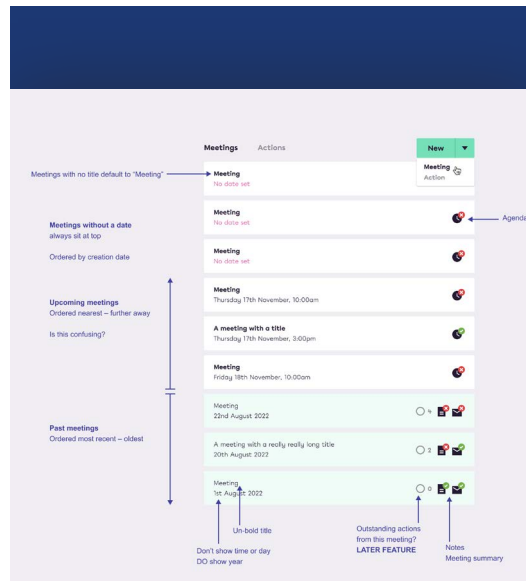
Prioritisation framework



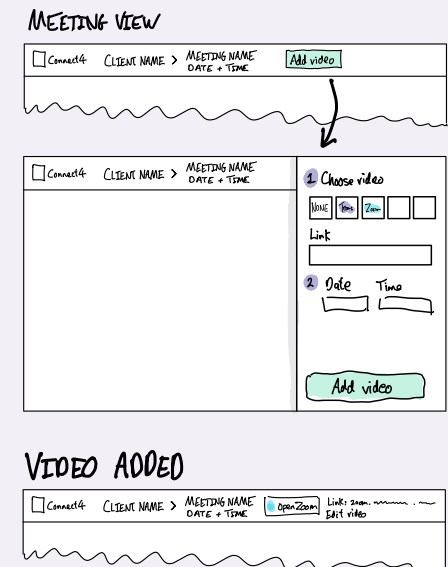
Accreditation campaign



Social media



Design system



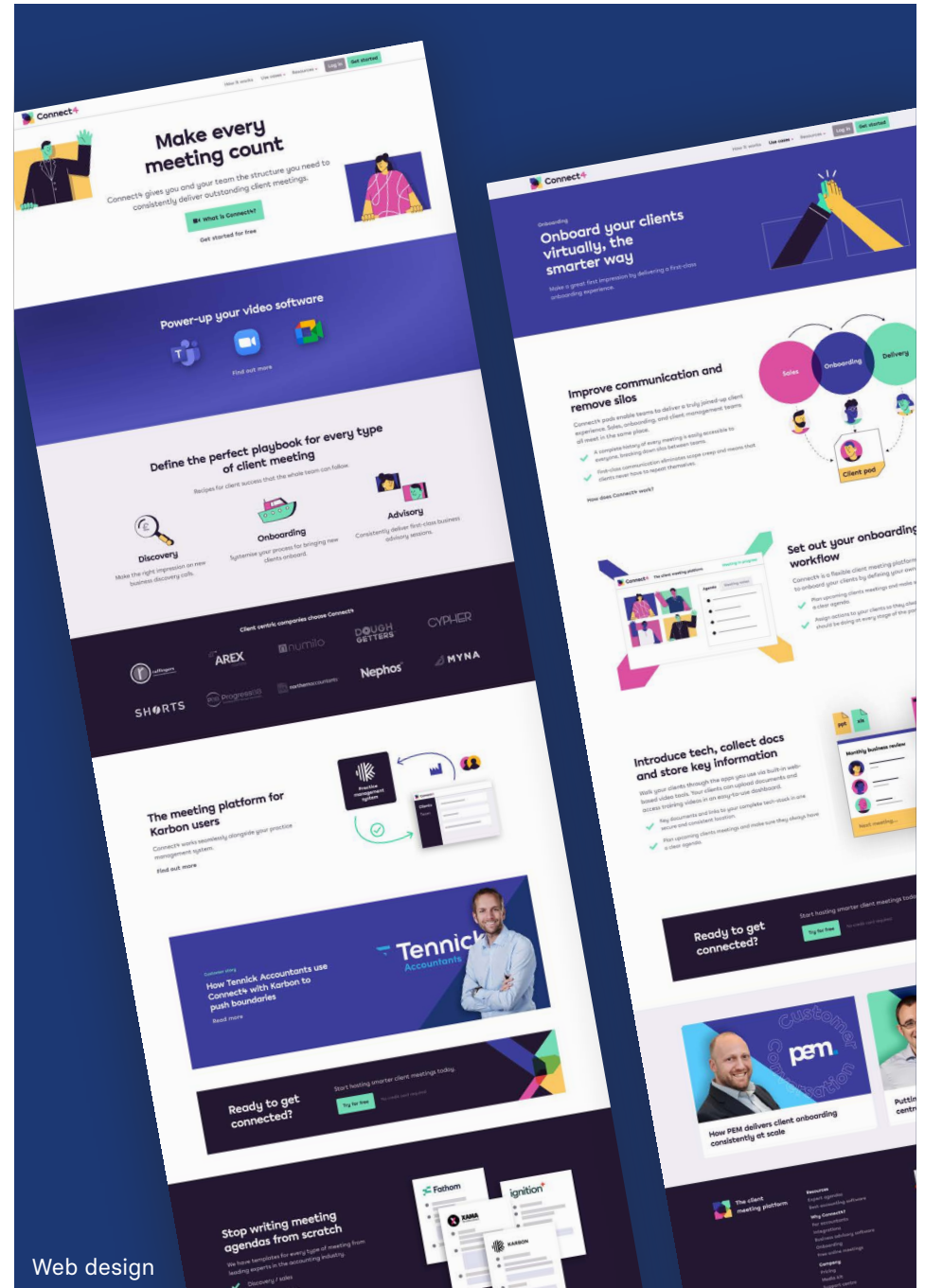
Lo-fi wireframes



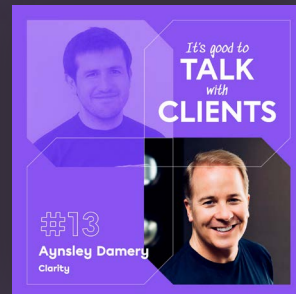
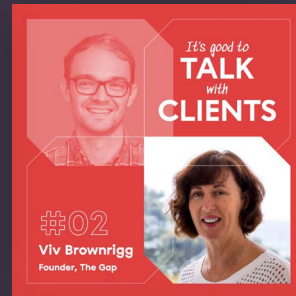
Branding



# Connect4



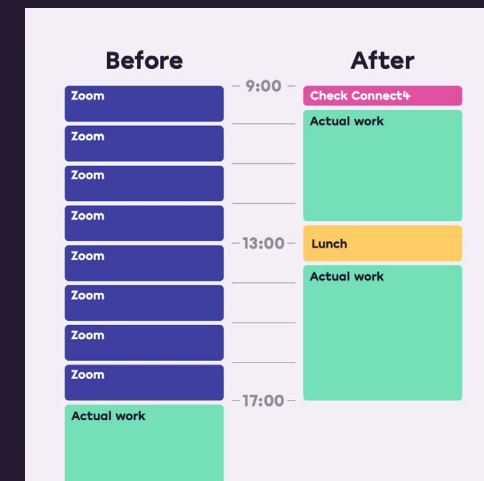
Web design



Podcast



Video



Social media advert



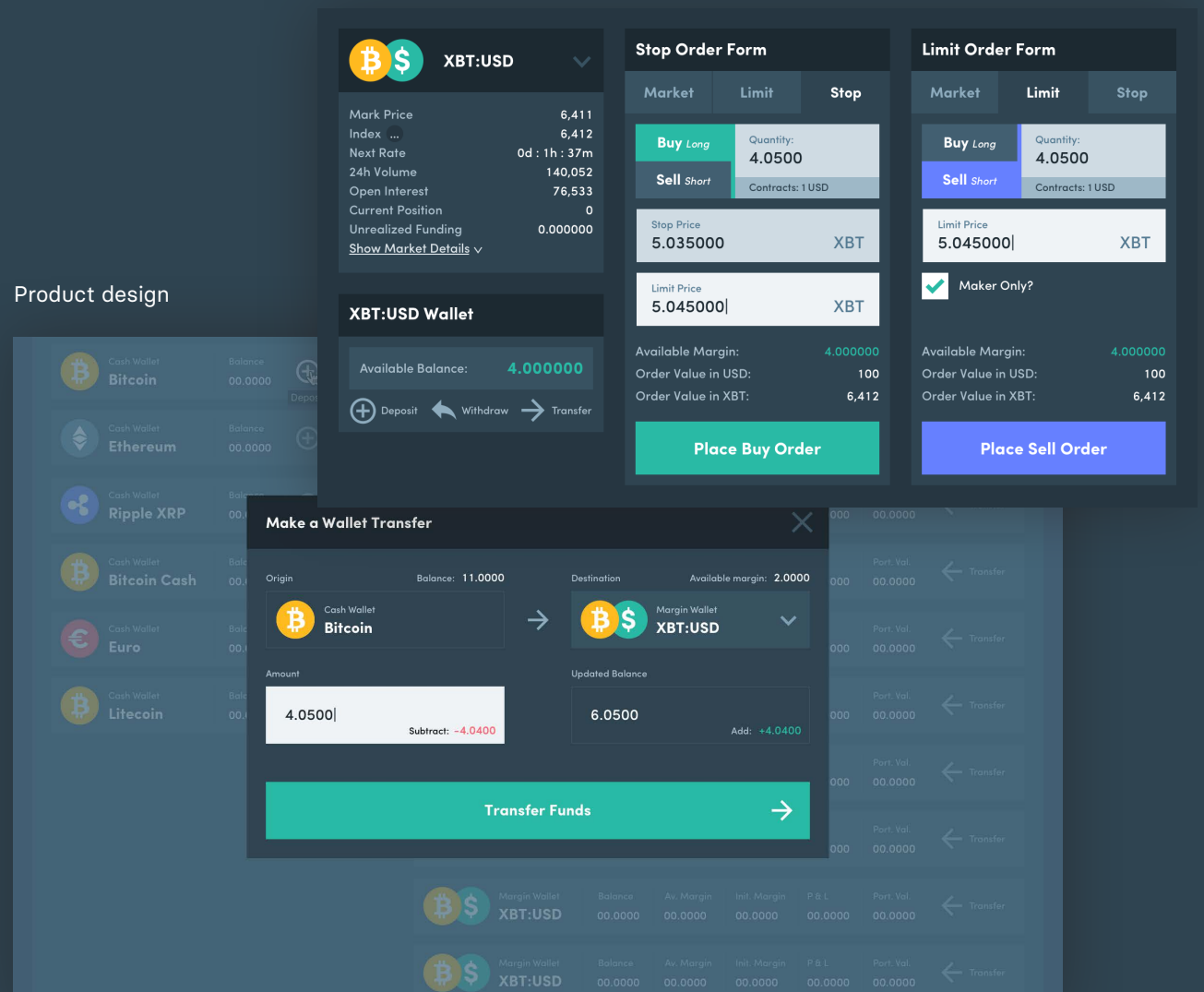
UX / UI DESIGN  
CREATIVE DIRECTION  
WEBSITE DESIGN

# Crypto Facilities

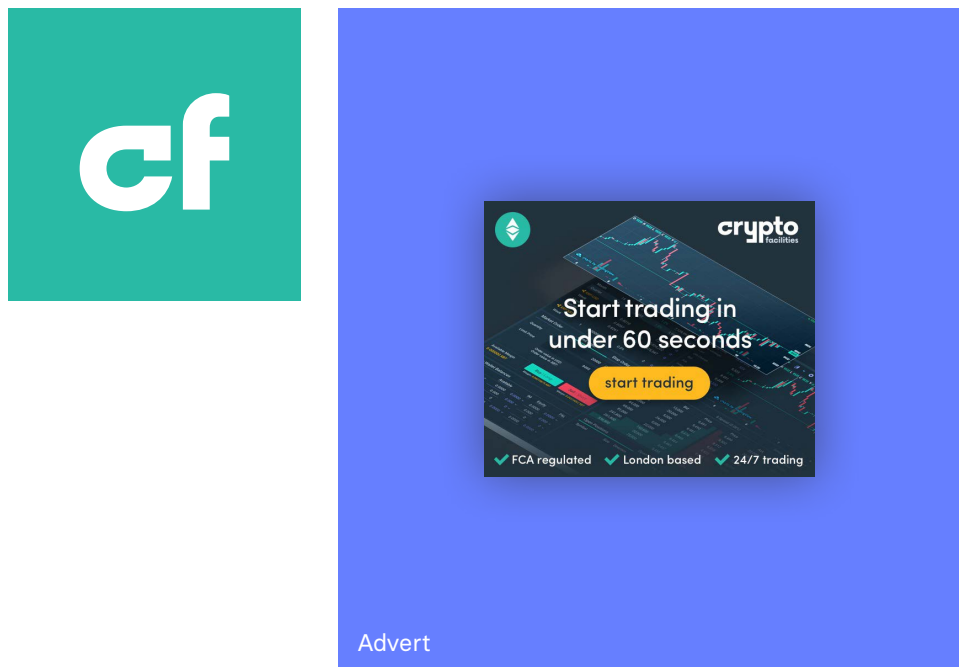
Cryptocurrency start-up Crypto Facilities was acquired by Kraken in a **nine figure** deal. Prior to this, I worked with Crypto Facilities on behalf of Forge on a range of design projects.

I acted as a user-experience consultant, helping to refine the user flow on their trading platform and create a professional interface. I was also responsible for all of Crypto Facilities branding and website design.

Product design







PRODUCT STRATEGY  
DESIGN  
ANALYTICS & REPORTING

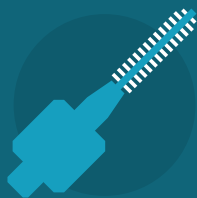
# Johnson & Johnson

I've worked on projects for several leading J&J brands, including; Listerine, Aveeno and Nicorette.

I designed and managed the development and delivery of a number of web apps and microsites marketed at healthcare professionals.

Web-app design





Iconography



Web app design



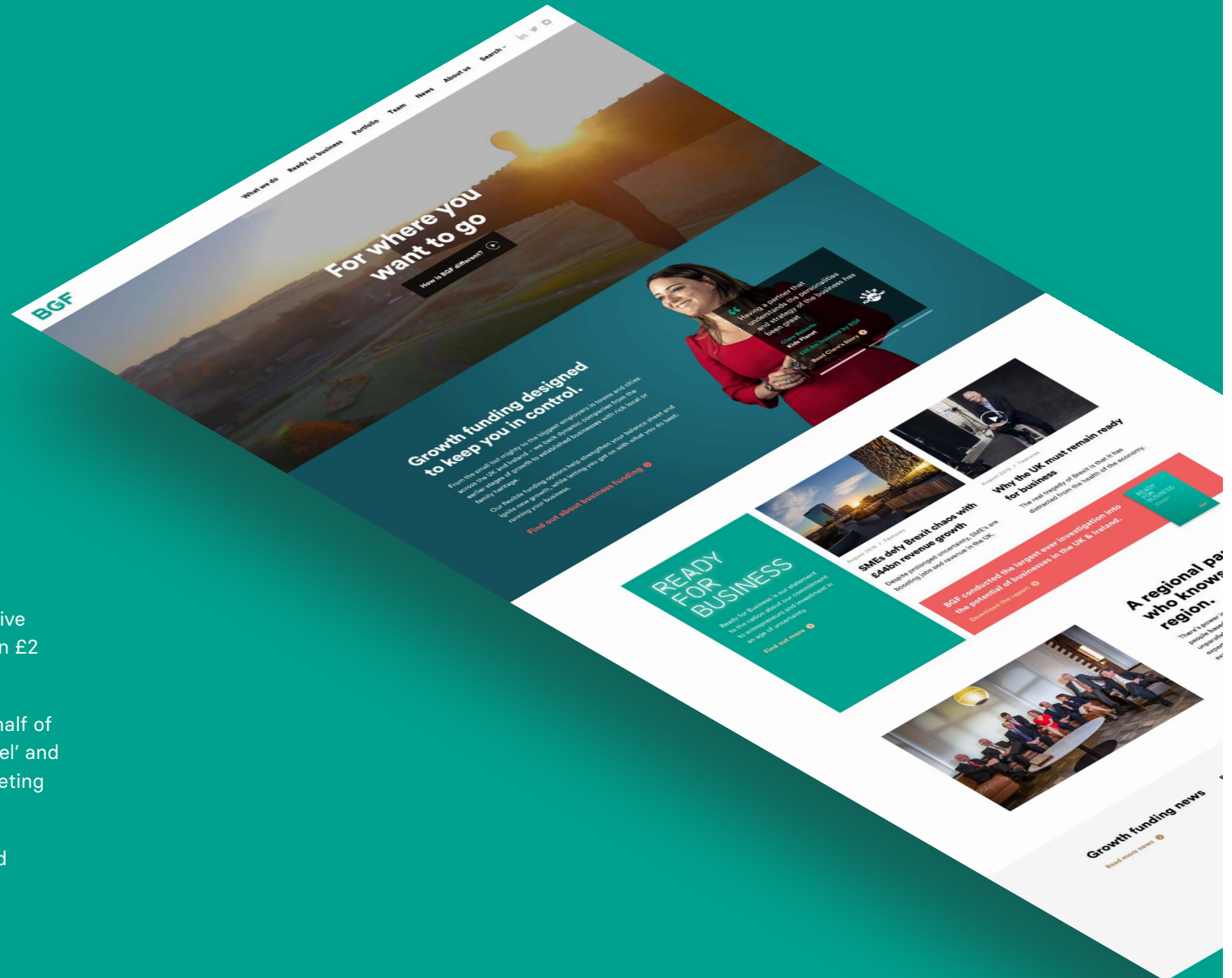
CREATIVE DIRECTION  
WEBSITE DESIGN  
CONTENT STRATEGY  
UX & UI DESIGN

# BGF

The Business Growth Fund is the UK's most active investment company, having invested more than £2 billion since 2011.

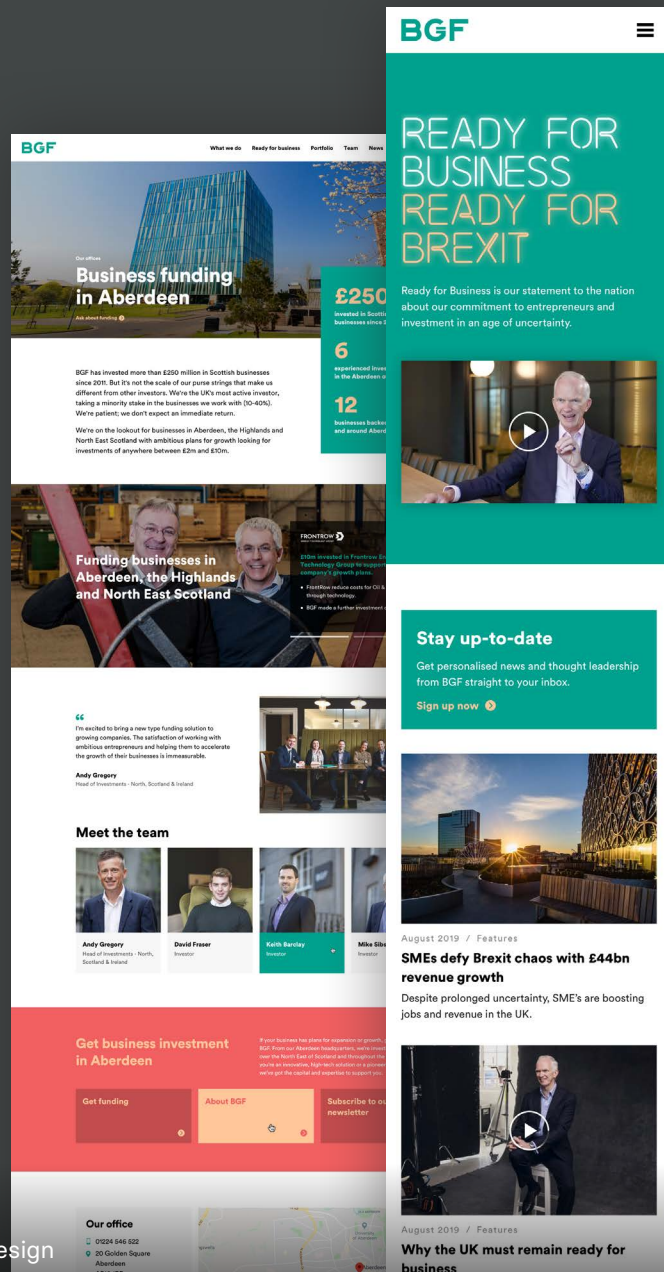
I worked with BGF for a number of years on behalf of Forge, helping to define and craft a 'look and feel' and content strategy for their most important marketing asset — their website.

Recent work has included scoping, planning and designing a web application for exploring BGF's extensive portfolio of investments.



Website design

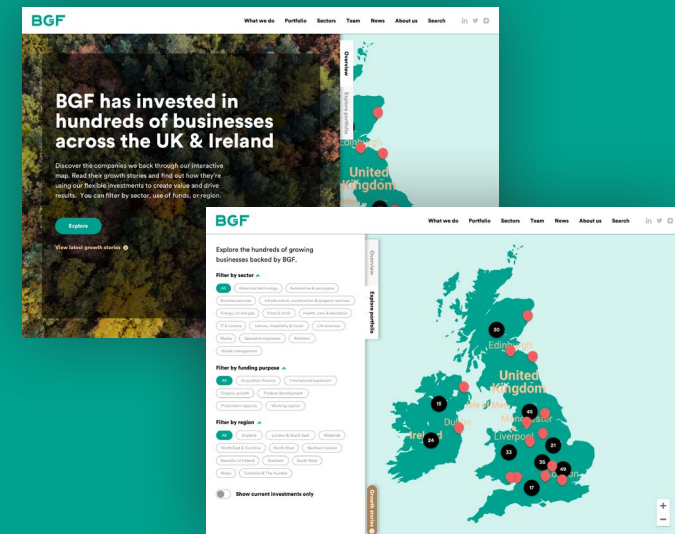




Website design



Web app design



Web app design

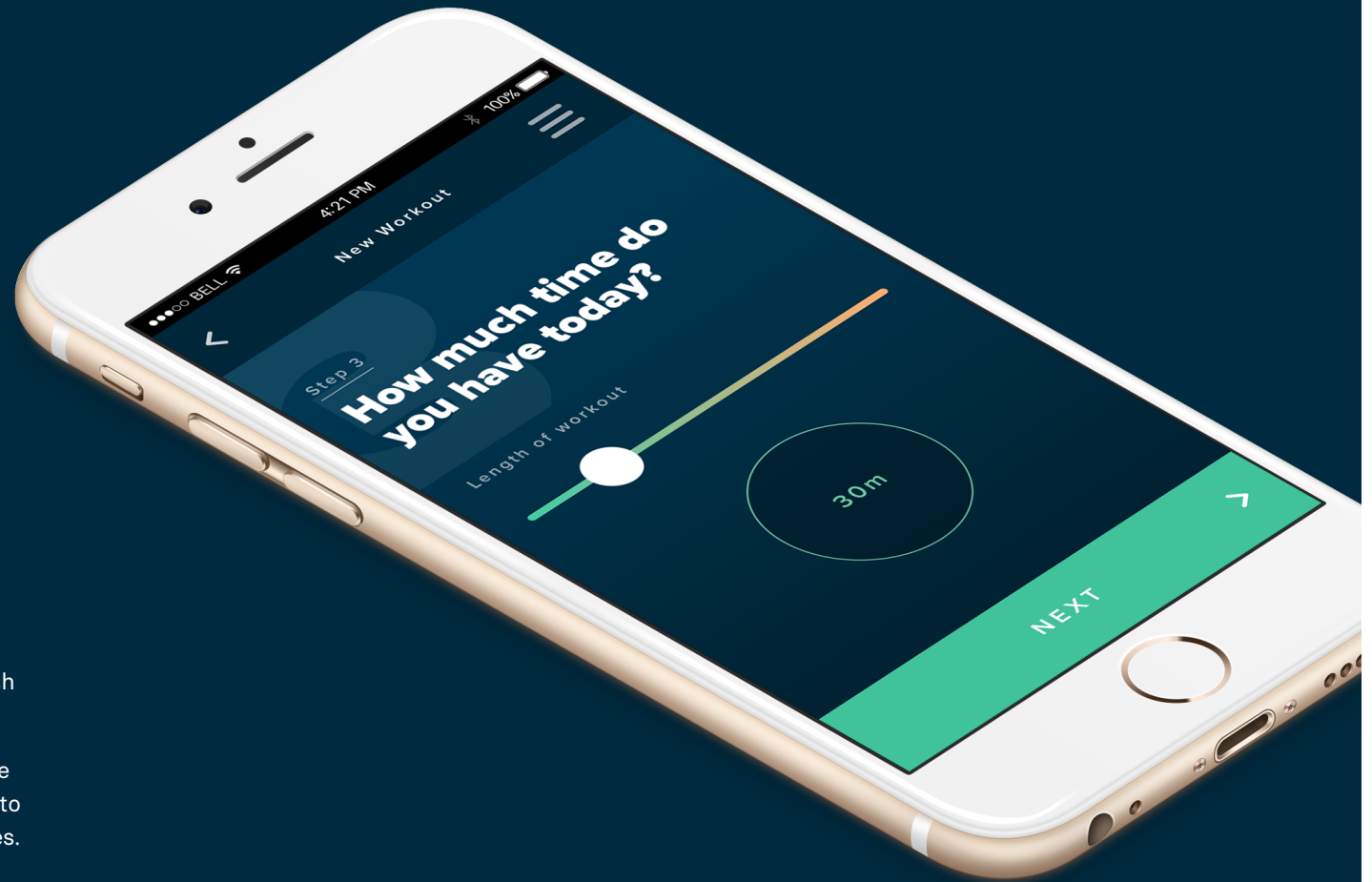
PRODUCT STRATEGY  
PRODUCT DESIGN

# Koach

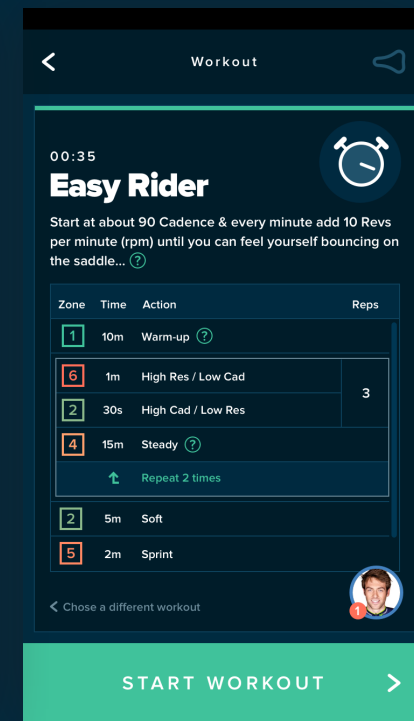
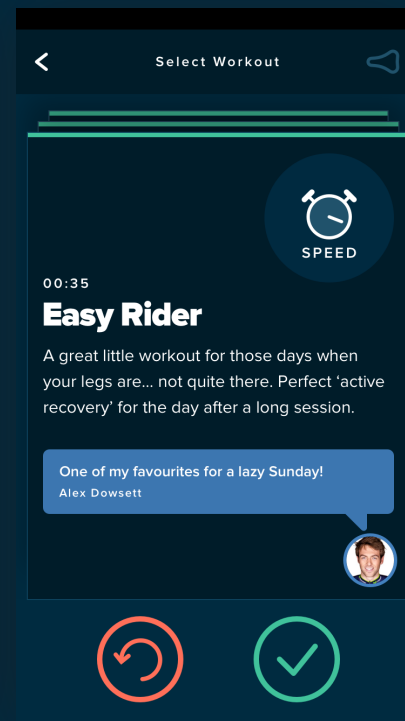
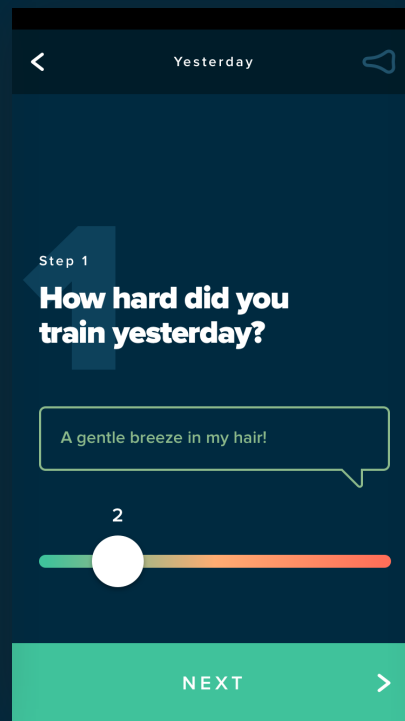
Koach is a cycling training app developed in partnership with ex-Team Sky athlete Alex Dowsett.

I worked with Alex and other stakeholders to establish a product roadmap and prioritise development work.

I defined the user journey and designed the complete user-interface. I worked with the development team to deliver the final software over a number of milestones.







- CREATIVE DIRECTION
- BRAND EVOLUTION
- WEBSITE DESIGN
- ART DIRECTION & PHOTOGRAPHY
- CONTENT STRATEGY

# Keronite

Keronite is a growing materials science company based near Cambridge. Their clients include some of the biggest names in the technology, automotive and aerospace sectors.

I worked very closely with Keronite in both a creative and strategic capacity. I helped define and implement a commercially-focussed digital content strategy that would help support their ambitious growth targets.

## Website design





Art direction



Website wireframes

CREATIVE DIRECTION  
BRANDING  
WEBSITE DESIGN  
CONTENT STRATEGY

# Forge

This project is a re-brand of the agency where I was Creative Director until 2020. I worked with another designer to define a visual identity based upon 'technical excellence'.



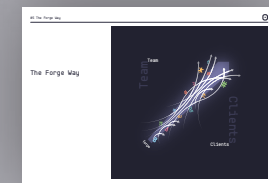
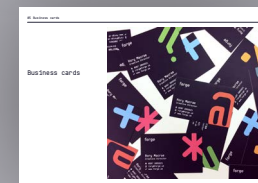
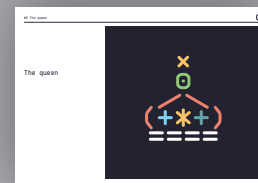
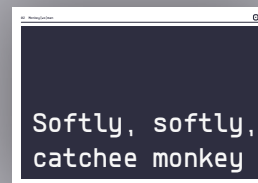
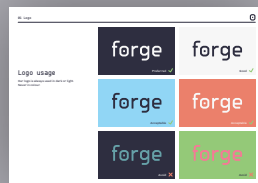
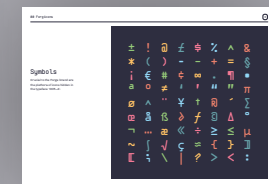
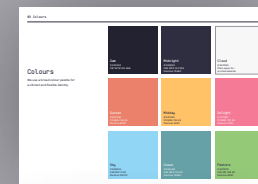


# forge

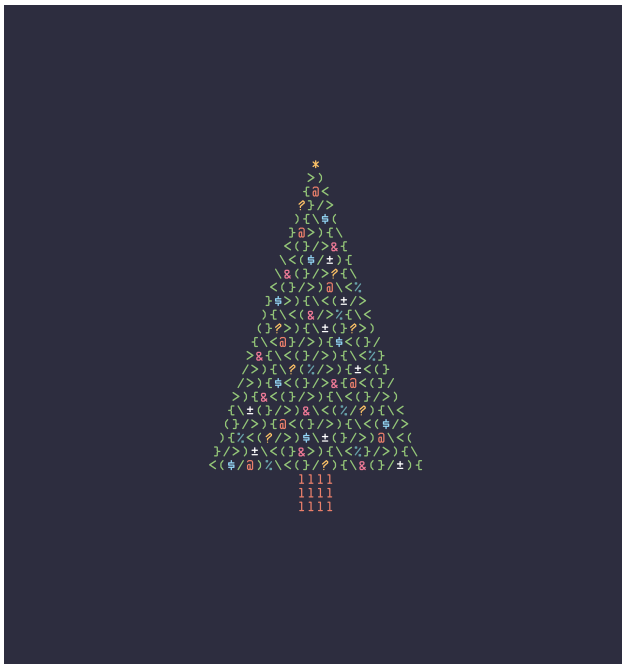
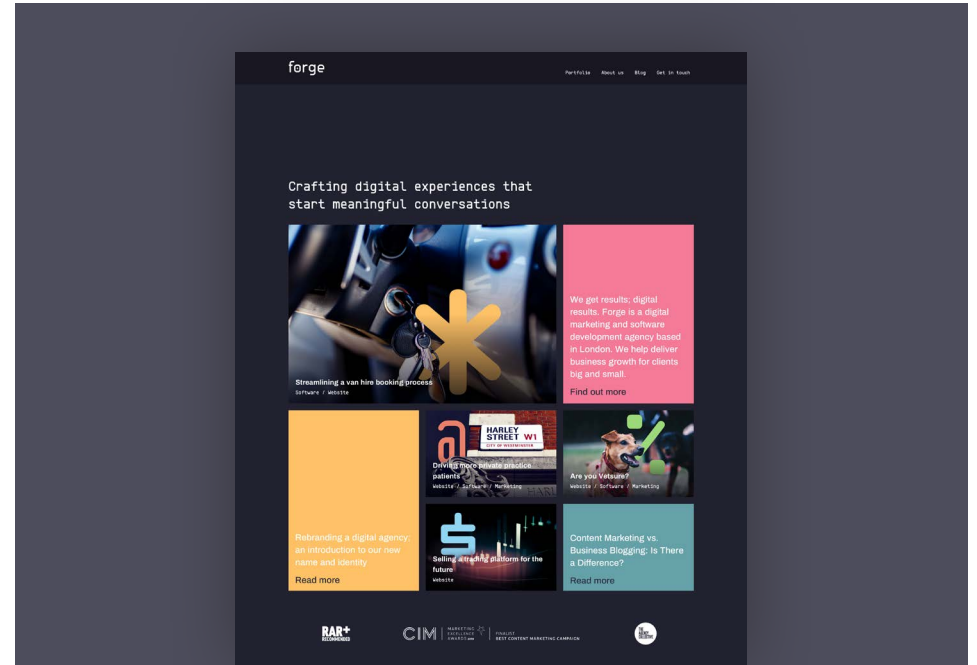
Branding



Commissioned mural by a graffiti artist



Brand guidelines



CREATIVE DIRECTION  
WEBSITE DEVELOPMENT

# Grape Escapes

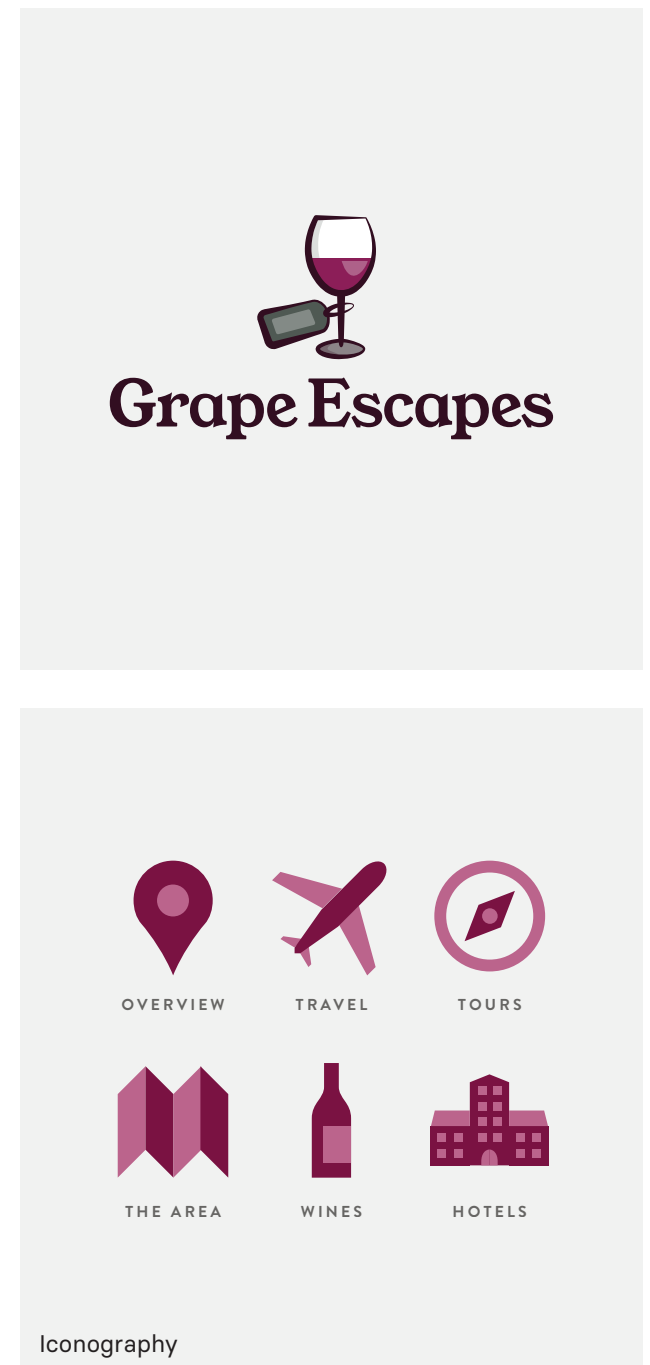
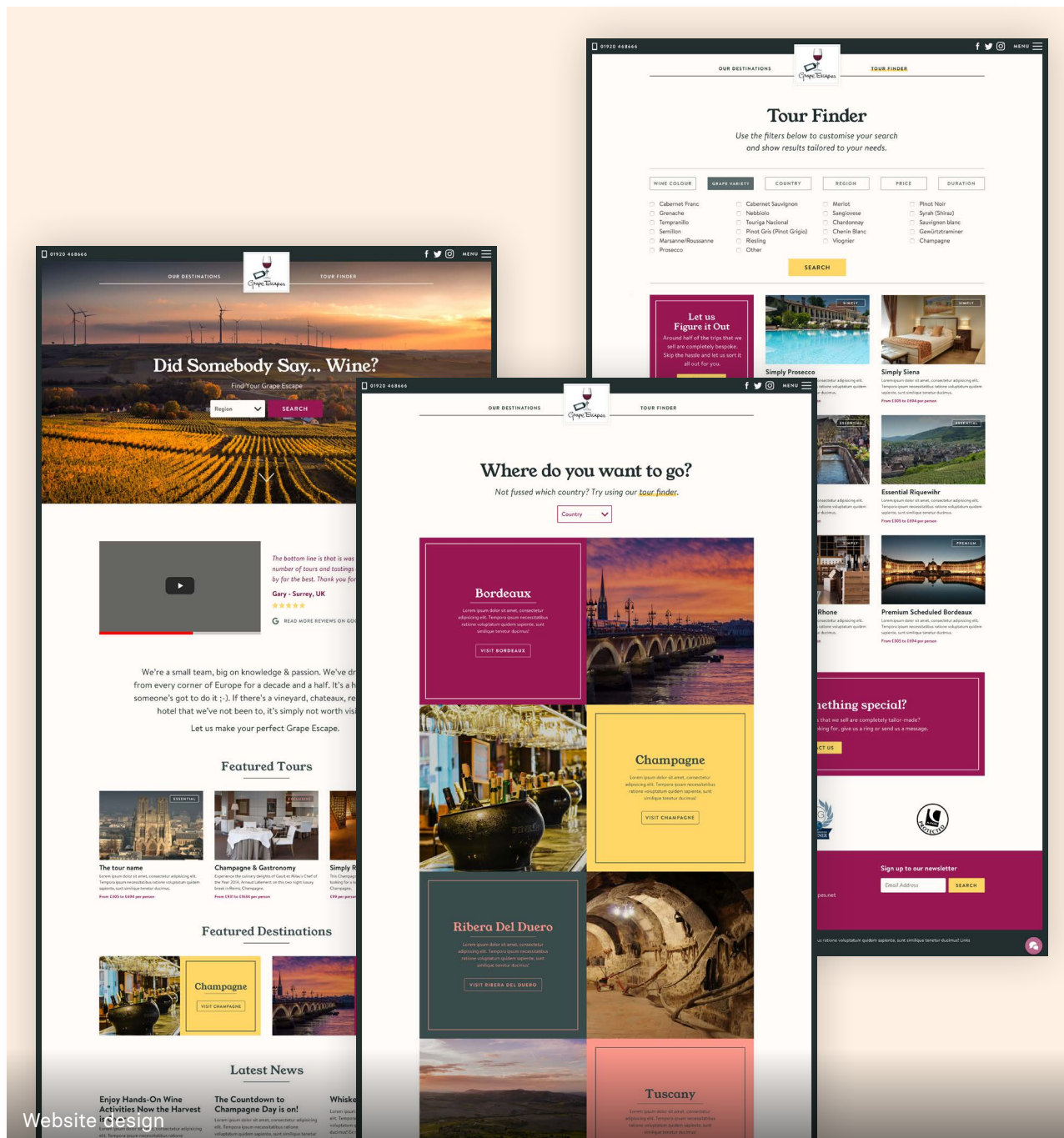
Grape Escapes organise bespoke wine tours for customers all over Europe.

I have a long history with Grape Escapes — I actually designed and built their original website from scratch in 2012, whilst freelancing!

More recently I re-designed their website and managed the development and deployment of the new site, on behalf of Forge.







# Thanks!



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