

CHARLIE CHIU

MULTIMEDIA PORTFOLIO

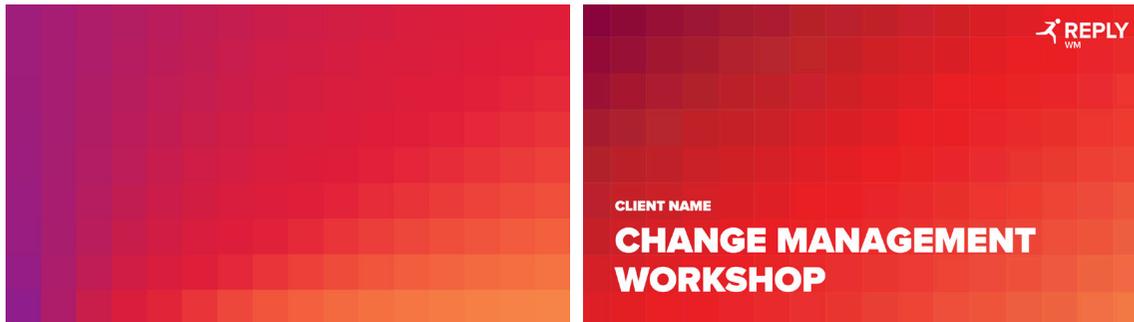




PHOTOGRAPHY

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WM Reply's PowerPoint slide templates from 2018 were short of imagery. Photographs captured from events and the new image library were used to strengthen the company's branding in their internal presentations and client pitches while keeping Reply's signature 'gradient pixels' branding.



WM Reply's company branding consisted of a multicoloured pixel gradient. Illustrated cartoon characters of their employees dominated their marketing campaigns.

'Fall in Love' is WM Reply's staple event, held in London twice a year showcasing their digital workplaces and sharing knowledge with industry experts. The event used cartoon illustrations in their marketing material.



WHY YOUR BUSINESS NEEDS UX/UI DESIGN OPS IN 2020

WEDNESDAY 15 MAY
3PM UK | 9AM CHICAGO

EMPOWERING PEOPLE THROUGH TECHNOLOGY

MARKETING MATERIAL

Internal Communications

WM Reply's PowerPoint slide templates from 2018 were short of imagery. Photographs captured from events and the new image library were used to strengthen the company's branding in their internal presentations and client pitches while keeping Reply's signature 'gradient pixels' branding.



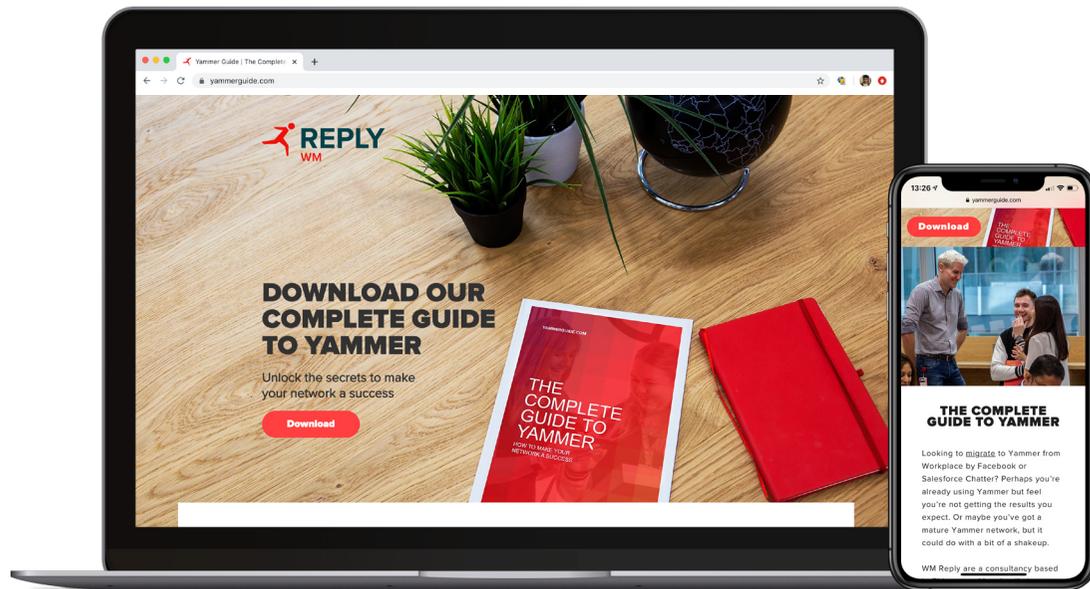
PRESENTS THE *Fall in Love* SERIES

FALL IN LOVE WITH TEAMS

FIRST LINE WORKERS

WEDNESDAY 10 JUNE



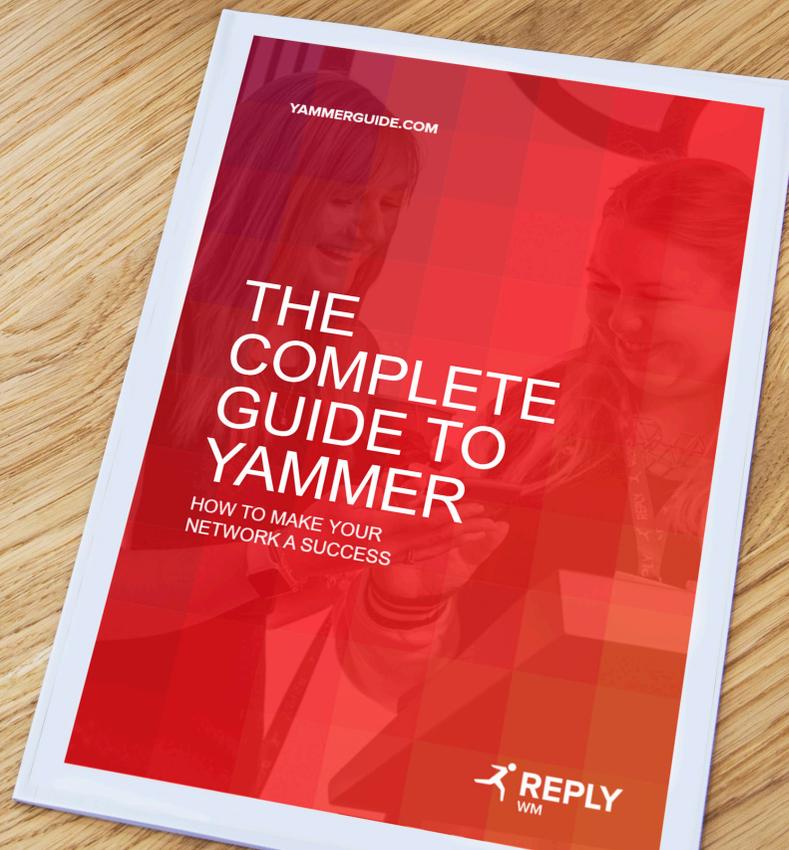


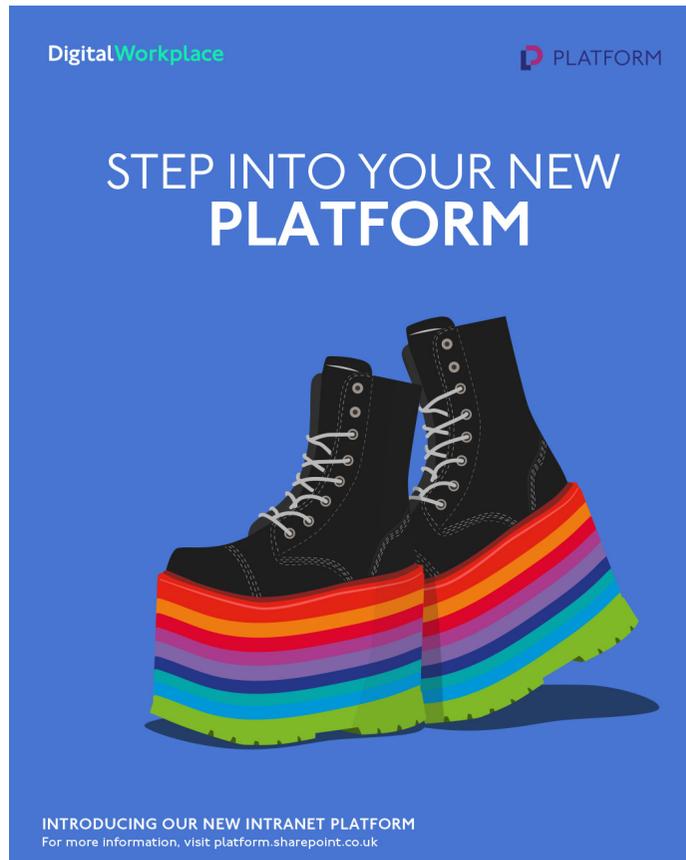
YAMMERGUIDE.COM

Website Photography

WM Reply

WM Reply launched a mini-site alongside their white-paper guide on Microsoft Yammer, YammerGuide.com. Still-life photography was used to display the physical guide





PLATFORM INTRANET

Visual Design Concepts

Transport For London

Transport For London were launching their new intranet called 'Platform'. They wanted London themed design concepts related to the name but not a literal image of a train platform. The concepts also had to represent all the different TFL services such as buses, ferries, the Santander bikes etc, as well as the front-line and office workers.

The final concepts centred around the colours of TFL services aligning with their individual key messages. A pair of platform boots with all the TFL colours introduces the new intranet by inviting the employee to "step into the new platform". The wheels of London



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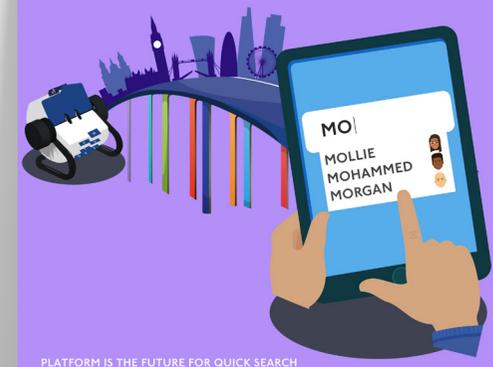


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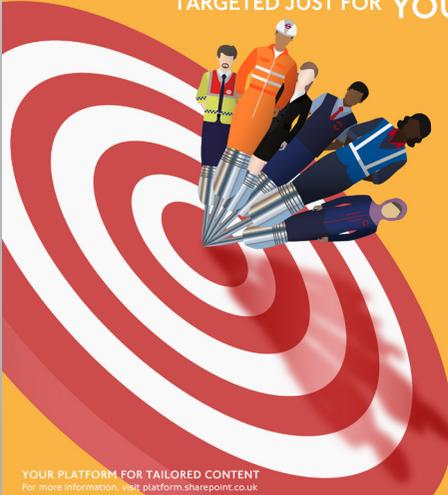


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N NATURAL HISTORY MUSEUM

COLLABRATING WITH CONFIDENCE

Visual Design Concepts

Natural History Museum

Natural History's Collaborating with Confidence campaign required



 **YOU'VE FOUND YOUR SUPERTEAMS POWER!**
Tell us about your superteam power on workplace



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Tell us about your superteam power on workplace

VODAFONE SUPERTEAMS

Visual Design Concepts

Vodafone

WM Reply had completed a creative campaign in 2019 called 'Superteams'. A superhero themed campaign where the heroes representing Microsoft Office 365 digital workplace tools are defeating workplace challenges such as spam emails and mutil-versions of files.

Vodafone were looking to expand 'Superteams' to align with their internal campaign called 'What if...?'. Concepts were created to show employees as their Superteams hero telling their story of how they defeated their workplace villains.





FALL IN LOVE WITH MODERN WORKPLACE

Event Videography

In September 2019, WM Reply hosted the Fall in Love with Digital Workplace events in Manchester and London. Interviews and b-roll footage were filmed, post production was completed a week after the events have finished and sent out to attendees and uploaded to WM Reply's YouTube account as an event highlight.





PAIGE CAVELL

Music Artwork Photography

Xenomania Records

From 2018 to 2019, Xenomania Records (produced music for Girls Aloud, Kylie Minogue and more) commissioned promotional and single artwork for upcoming artists Paige Cavell and girlband Unperfect. Paige Cavell launched her single in 2019 with the above artwork called 'Figure it Out'.

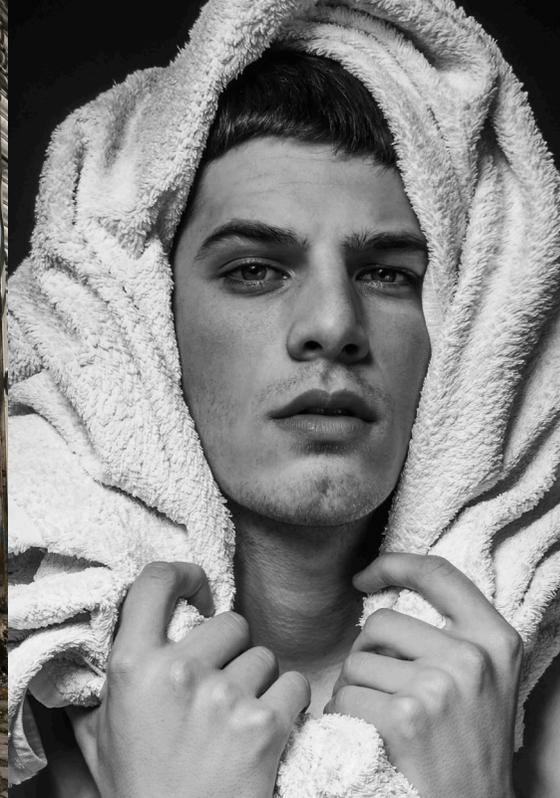


FASHION PHOTOGRAPHY

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PENCIL PORTRAITS

Realistic Studies

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