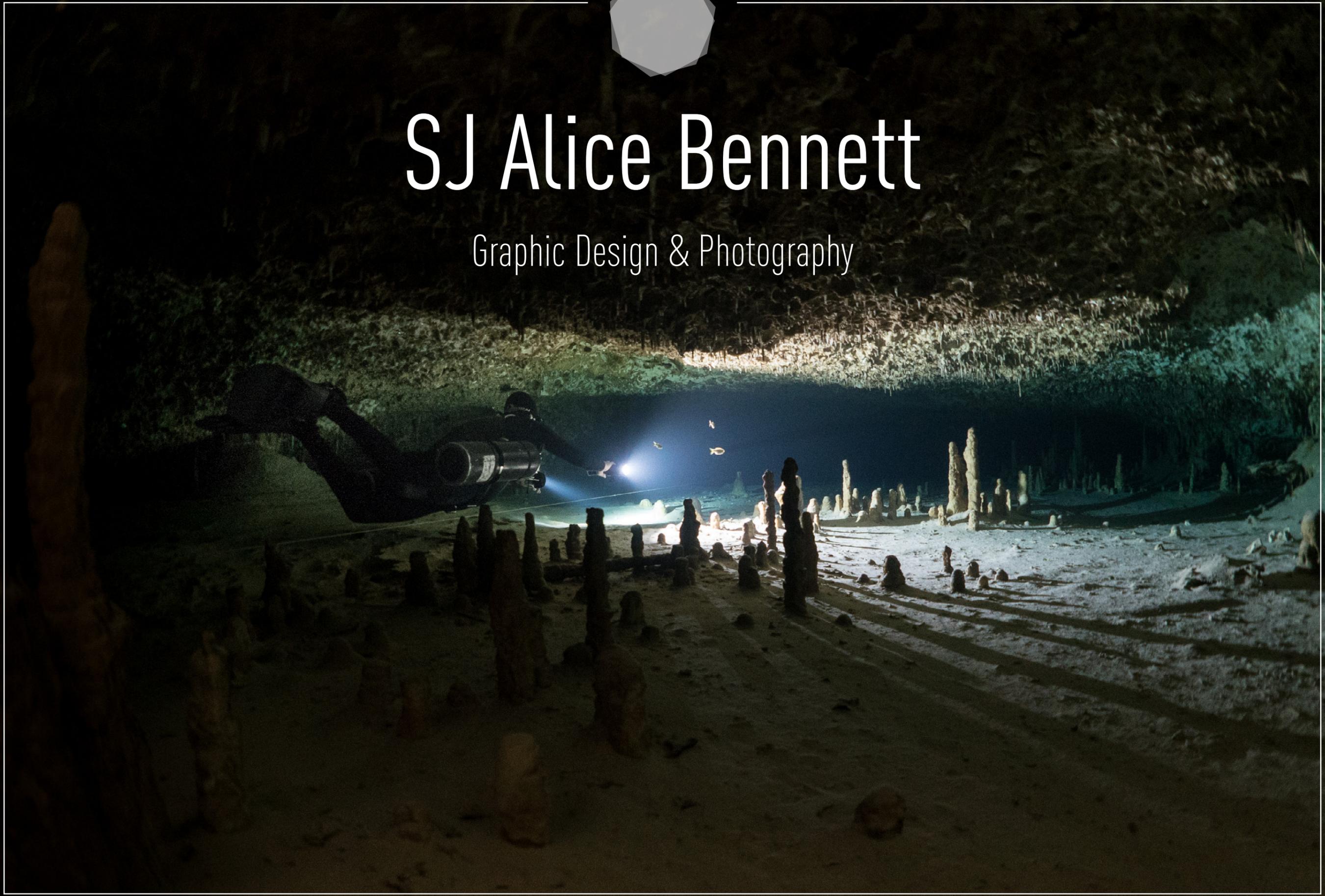




SJ Alice Bennett

Graphic Design & Photography





Graphic design

I provide several design services, including the concept, theme, look, feel and graphics for events. Additionally, I create bespoke brochures, newsletters, magazines, and information graphics.

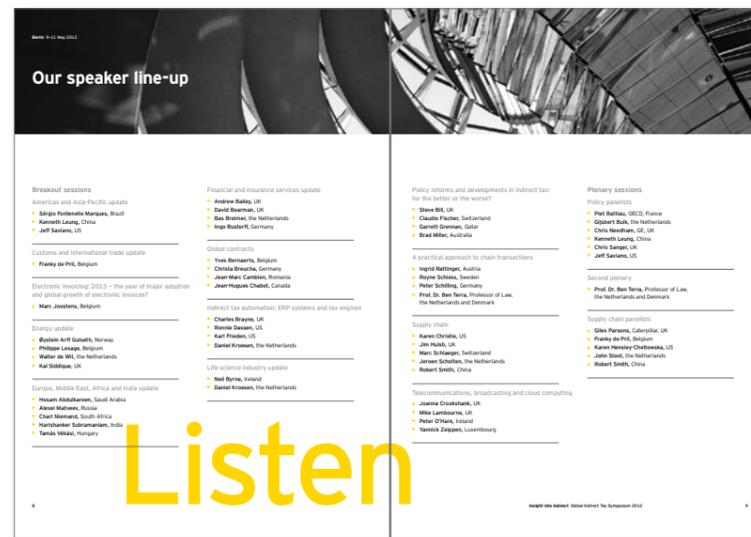
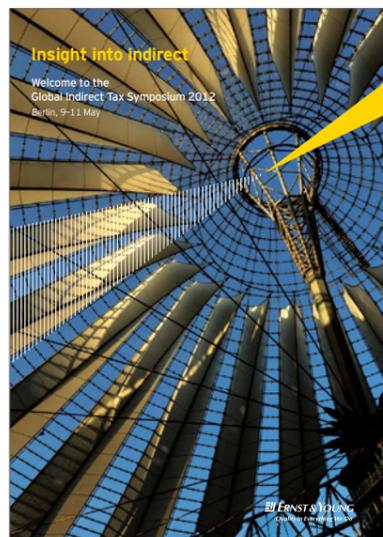
I specialise in event materials and produce everything from small scale collateral (name badges, event programmes, invites, flyers etc.) to large scale graphics (banners, signage, staging, backdrops etc.). Animations and on-screen visuals are also part of my repertoire.

I have substantial experience with several brand building and refresh projects. I offer the development of visual identity guidelines along with a multitude of design and marketing collateral, such as print and PDF publications.

Please see the following pages for examples of previous projects I have worked on providing many of the above mentioned services.

Event concept/theme and art direction SEMRys Design Global Indirect Tax Symposium 2012

For the 'Insight into indirect' event in Berlin in 2012, SEMRys developed a brand new event concept and themes. These were highlighted in the design via bold, large yellow type which literally spelled them out. They ran through all materials; from environmental signage, to name badges, to the dinner menu, to on-screen animation displayed in meeting sessions etc. Photography was commissioned specifically for the event, and ties closely into the event themes. A strong, graphical feeling — showing the event location — with connection and engaged lines, and the use of black and white, complementing the bold yellow text.



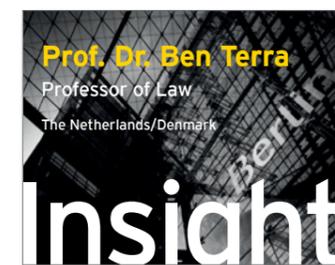
Programme guide – event brochure (with commissioned photography)



Environmental signage (A1 boards)



Dinner menu

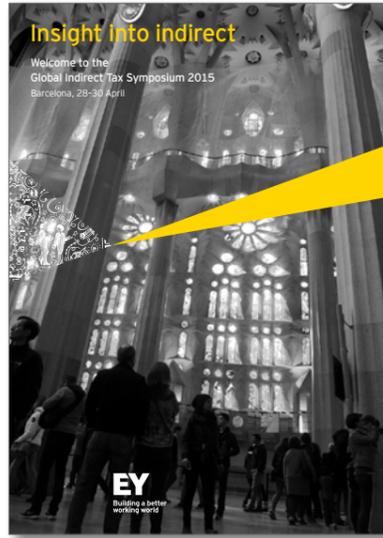


Name badges – with agenda backs, so delegates always have an easily accessible, personal agenda to hand



Event concept/theme and art direction SEMRys Design Global Indirect Tax Symposium 2015 refresh

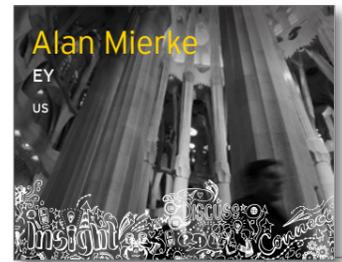
SEMRys refreshed the design concept for EY's indirect tax event in 2015 in Barcelona. While the event themes remained the same, the design was overhauled to create a bold and radical new look. A bespoke EY illustration was commissioned as the new event 'signifier,' and replaced the large yellow type. This playful and engaging illustration style was complimented by powerful, contrasty, reportage style photography. The key event concept conveyed is that 'it's all about the people' (and their relationships). Again, the design concept ran through all materials to create a striking, unique and unified look.



Programme guide — brochure (with commissioned photography)



Dinner menu



Name badges — with personalised agenda backs



Environmental signage (A1) (with the commissioned EY illustration)

Event concept/theme and art direction SEMRys Design Global Indirect Tax Symposium 2015 refresh

Banners, backdrops, signage, environmental graphics and animation in situ



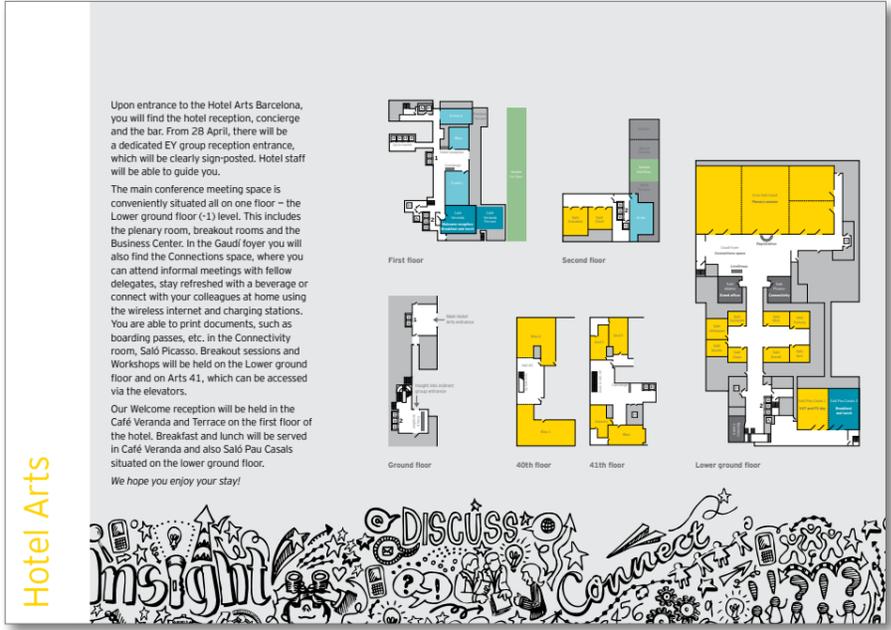
Event concept/theme and art direction SEMRys Design Global Indirect Tax Symposium 2015 refresh



Banners, backdrops, signage and environmental graphics and stage set in situ



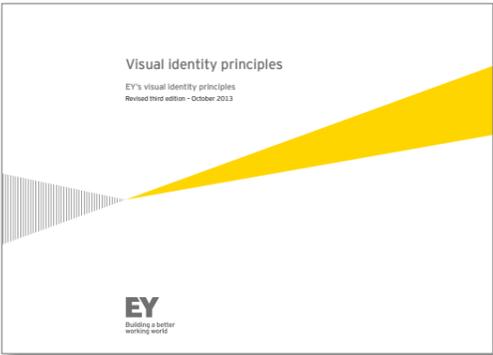
Environmental/navigational signage
(A1 boards)



'Welcome' animation
(viewable only in Acrobat)

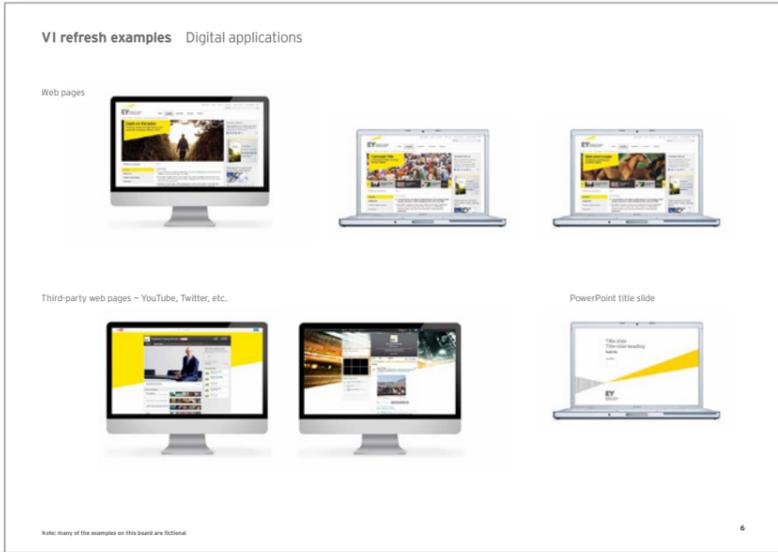
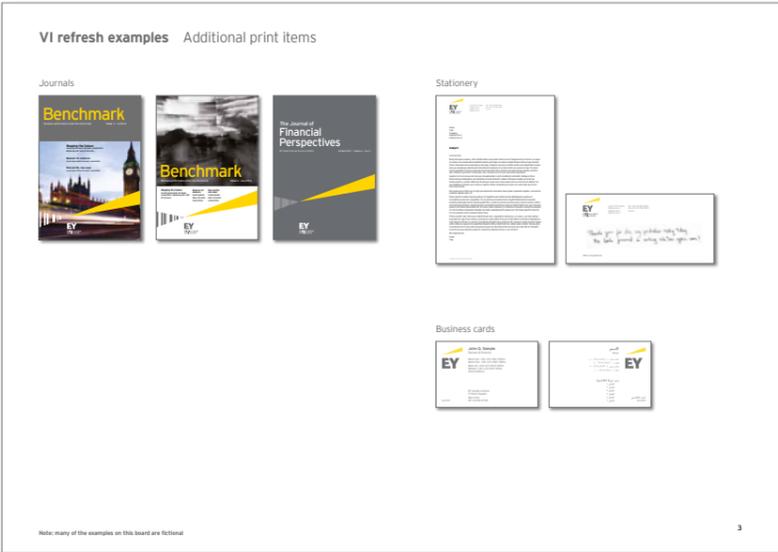
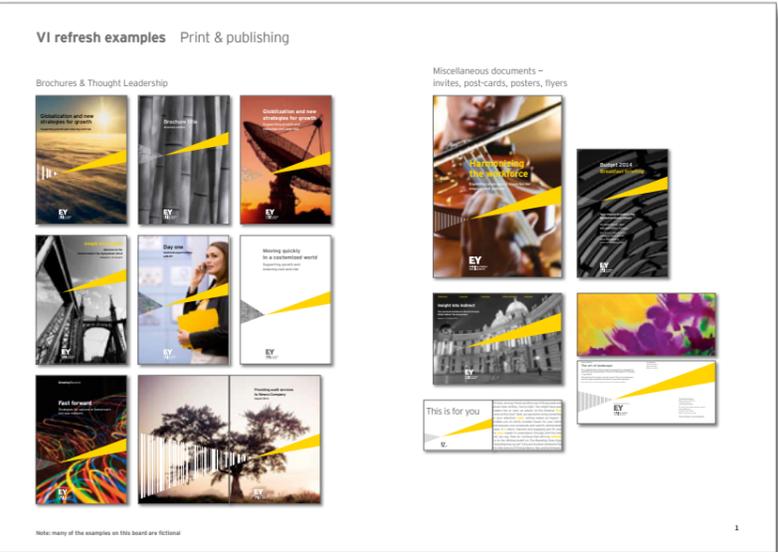
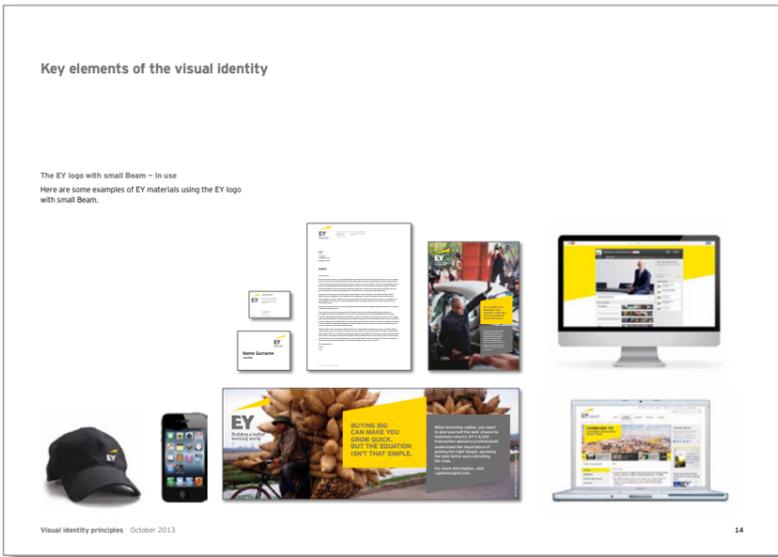
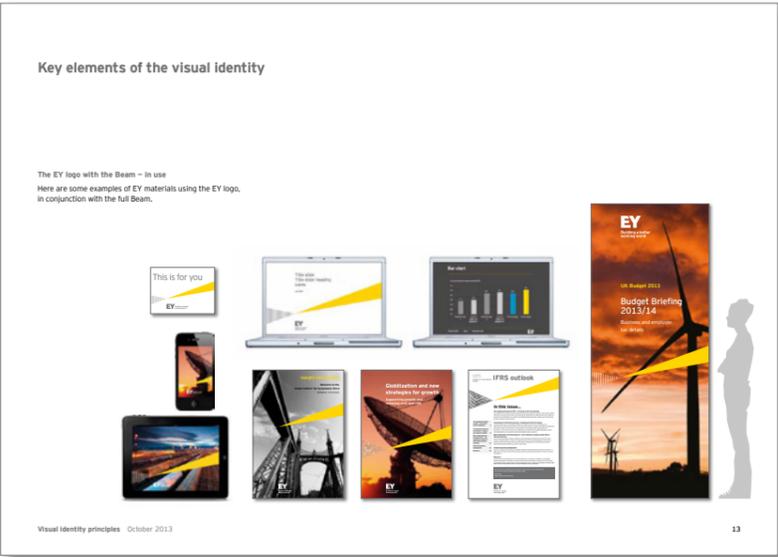


Brand development SEMRys Design EY visual identity principles



My partner and I at SEMRys managed the design and artwork production of the refreshed EY visual identity in 2013. This was a huge, on-going project over six months plus. As well as design, artwork and project management of the VI principles document itself (the 150+ page VI 'rules bible'), we had to produce or update numerous other guideline documents, covering topics as diverse as the writing and style guide; recurring publications guidelines; brochure, events and sponsorship principles etc.

As part of the project we worked closely with the agency BrandPie, who were responsible for some of the brand concept development — feeding into them what was practical and providing adaptations/amends to the refreshed VI, on a consultative basis. As the project progressed, I produced several hundred example publications (covers and internal spreads) for use in the suite of guidelines documents, and throughout EY's internal visual identity training materials.

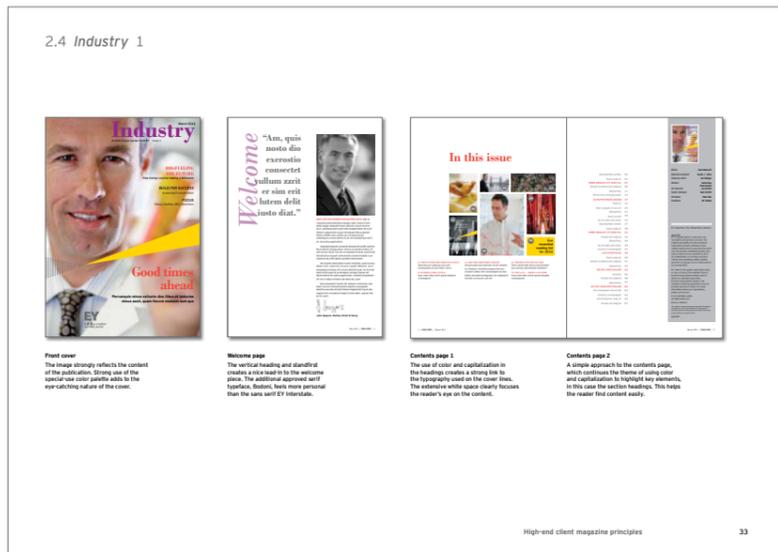
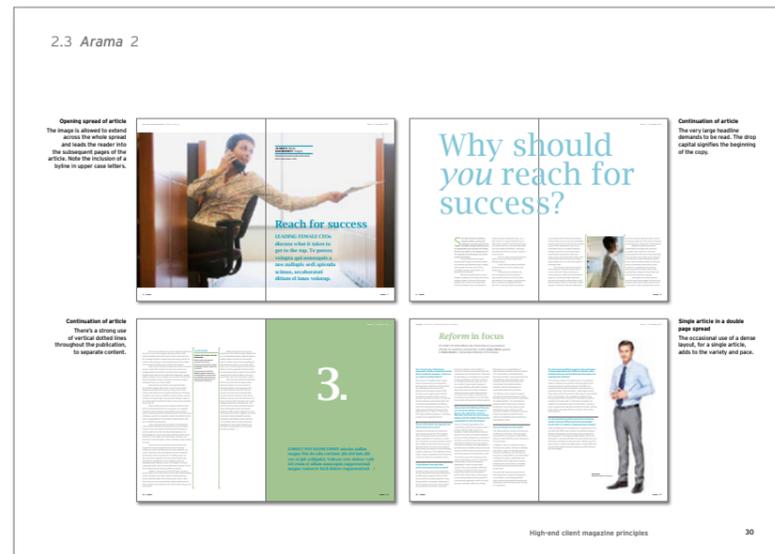
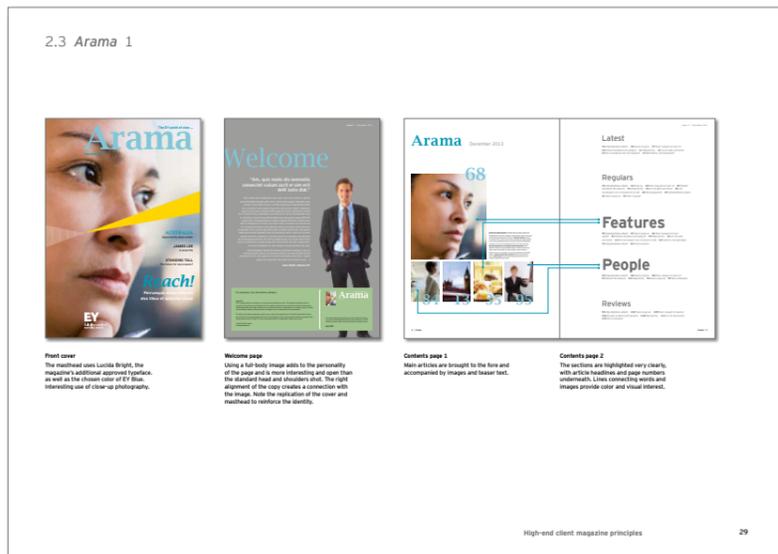


Brand development SEMRys Design EY principles for high-end client magazines

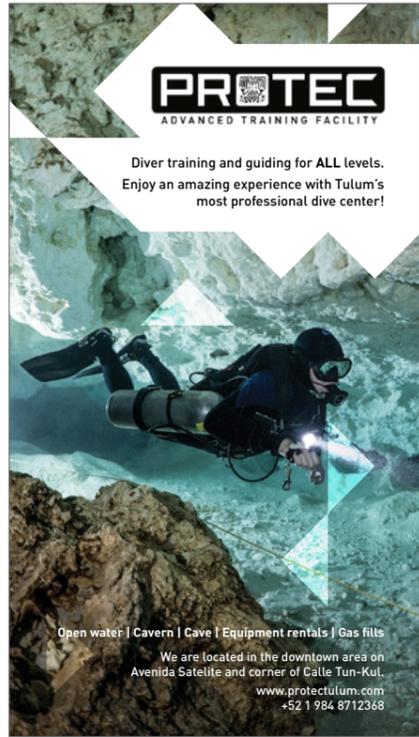


As part of the EY visual identity refresh, we designed, project managed and artworked a new guidelines document which focused on high-end, bespoke client-facing magazines. This field of publishing had not existed formally within EY previously, so we not only needed to create the principles document and suitable examples to display within it, but also develop and determine the rules and principles that would apply to specific high-end, bespoke magazines themselves. We did this in conjunction with the VI compliance manager.

As part of the development process — and for use in the final publication itself — we created several mock, high-end bespoke magazines.



Brand development ProTec brand refresh



Magazine/brochure advertisements



Business cards

Following ProTec's logo refresh in 2015, I was approached to adjust their visual identity to suit the new design.

I created an updated look for new materials, ranging from magazine advertising to stickers. Inspired by ProTec's Mexican base, I used the geometric patterns commonly found in Mayan artwork as the foundation for the new identity.



Bespoke T-shirt for Boot show



Brand development ProTec brand refresh



ProTec Advanced Training Facilities
in Tulum and Playa del Carmen, Mexico.

Wir führen zwei Ausbildungszentren, die das ganze Jahr durchgehend geöffnet haben.

Deutschsprachige Tauchführer, Tauchlehrer und Tauchlehrer-Ausbilder.

Unser Team besteht aus qualifizierten Tauchexperten mit lokalen und internationalen Erfahrungen und Kompetenzen. Wir kommen auch in heimische Gewässer, um die Ausbildung zu ermöglichen.

Wir bilden vom **Grottentäucher** bis zum **Trimix Höhlentäucher** alles aus und sind **Experten für Sidemount- und CCR Kreislauf-Tauchen**.

Wir haben zwei Tauchlehrer-Ausbilder im Team, die jedes Tauchlehrerniveau nach **IANATO Standards** ausbilden.

Für mehr Information besuchen Sie unsere Website oder kontaktieren Sie uns direkt per E-Mail.

ProTec Advanced Training Facilities
in Tulum and Playa del Carmen, Mexico.

Two training centres open all year around.

English, German, Spanish, French and Swedish spoken.

Every member of our team is a full-time professional diving educator, actively diving and teaching locally and abroad. We are happy to provide training on-site in your local waters.

We offer a full range of courses from **cavern** through to **trimix cave diver**. Our instructors are globally recognised explorers and experts in **sidemount and closed circuit rebreather diving**. Our two **IANATO Instructor Trainers** are qualified to teach all instructor levels.

Learn more about ProTec on our webpage or contact us via e-mail.

info@proteplaya.com | www.mexikohohentauchen.com
www.proteplaya.com | www.protectulum.com | www.protecblog.com



Flyer for the Boot show



Stickers



Cert card wallet – with space for a personal note from the instructor



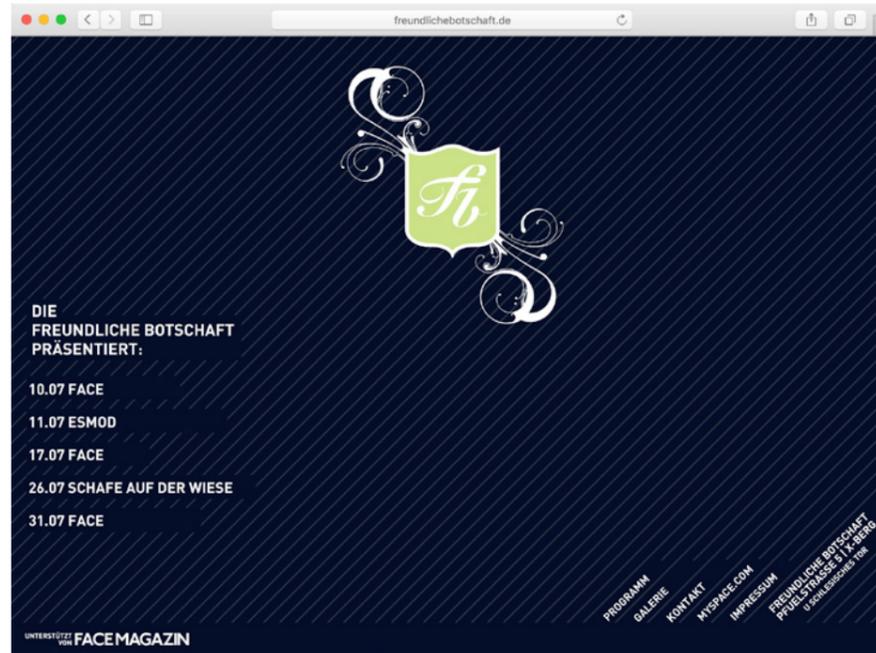
Brand development Die Reublik 'Freundliche Botschaft' club & event space launch

In 2008, Die Reublik employed me to help them with the development of a brand and visual identity for their new club and event space 'Freundliche Botschaft'.

Working together with another designer, we based the design on a minimalistic crest combined with illustrations of Berlin landmarks to capture the spirit of the name of the location which translates to friendly embassy.

It was my responsibility to apply that identity throughout all materials, including animations for the club as well as developing the website.

I was also in charge of all event photography.



Website



Club animation

(viewable only in Acrobat)



Pin



Business card

Menu

SOFTDRINKS	
Vöslauer mit/ohne	2,50
Red Bull™	3,50
Coca Cola™	2,50
Coca Cola Light™	2,50
Fanta™ / Sprite	2,50
Schwepes Tonic™ / Lemon™ / Ginger™	2,50
SAFT	
Orangensaft	2,50
Apfelsaft	2,50
Cranberry	2,50
Maracuja	2,50
Rhababer	2,50
BIER / PROSECCO / WEIN	
Becks	3
Becks Gold	3
Becks Lemon	3
Wein	3,50
Prosecco	3,50
Prosecco auf Eis	5
LONGDRINKS	
Vodka & Soft	6
Vodka Red Bull	7
Gin & Soft	6
Rum & Soft	6
CHAMPAGNER	
Glas	7
Bollinger 0,75	95
SHOW OFF	
Bombay Gin 1l	100
Smirnoff Vodka 1l	100
Green Mark Vodka 0,7l	100
Havana Club Rum 0,7l	100
J&B Scotch 0,7l	100
1l Softdrinks Inklusiv	
SHOTS	
Vodka	2
Hemingway	2
Jägermeister	2

Flyer



Invite

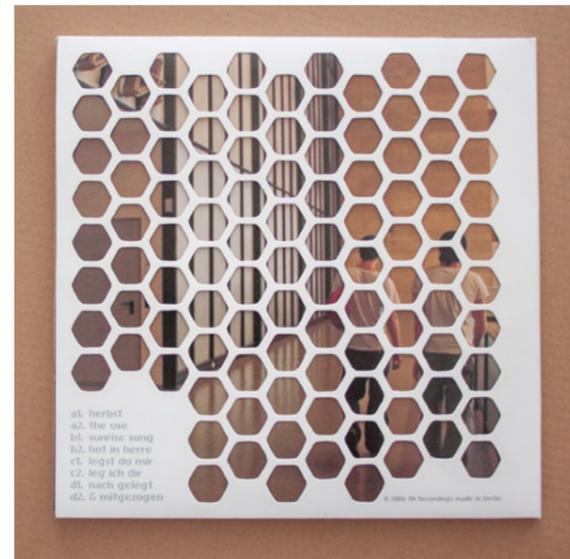


Marketing materials Orlando & Nobel marketing materials for an album launch

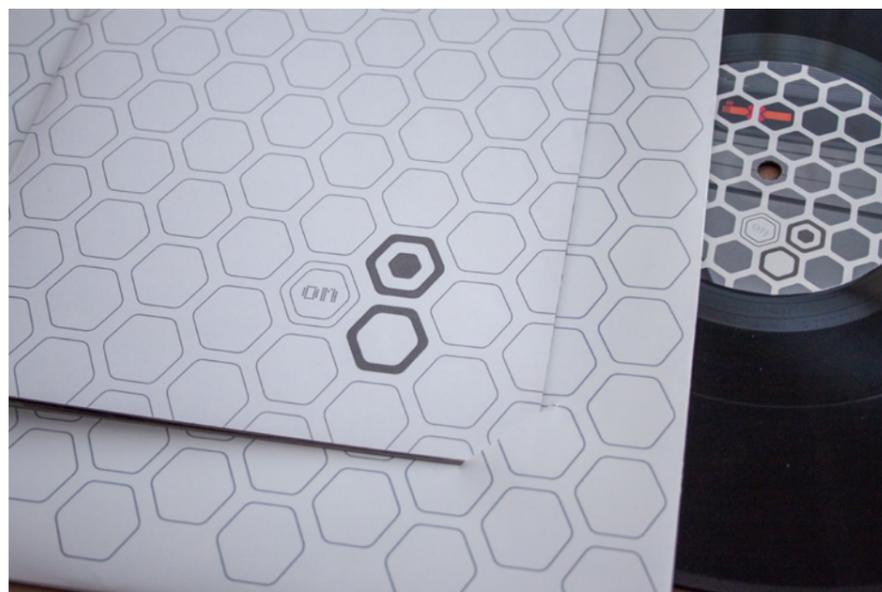


In 2006, I created a number of marketing materials including a vinyl cover, website and flyers for the album launch of Orlando & Nobel, a DJ Team based in Berlin.

Their very minimal style of music is based on several individual sound elements, which combine to create a complete track. This was used as the inspirational foundation for the design throughout all materials.



Vinyl Cover with booklet

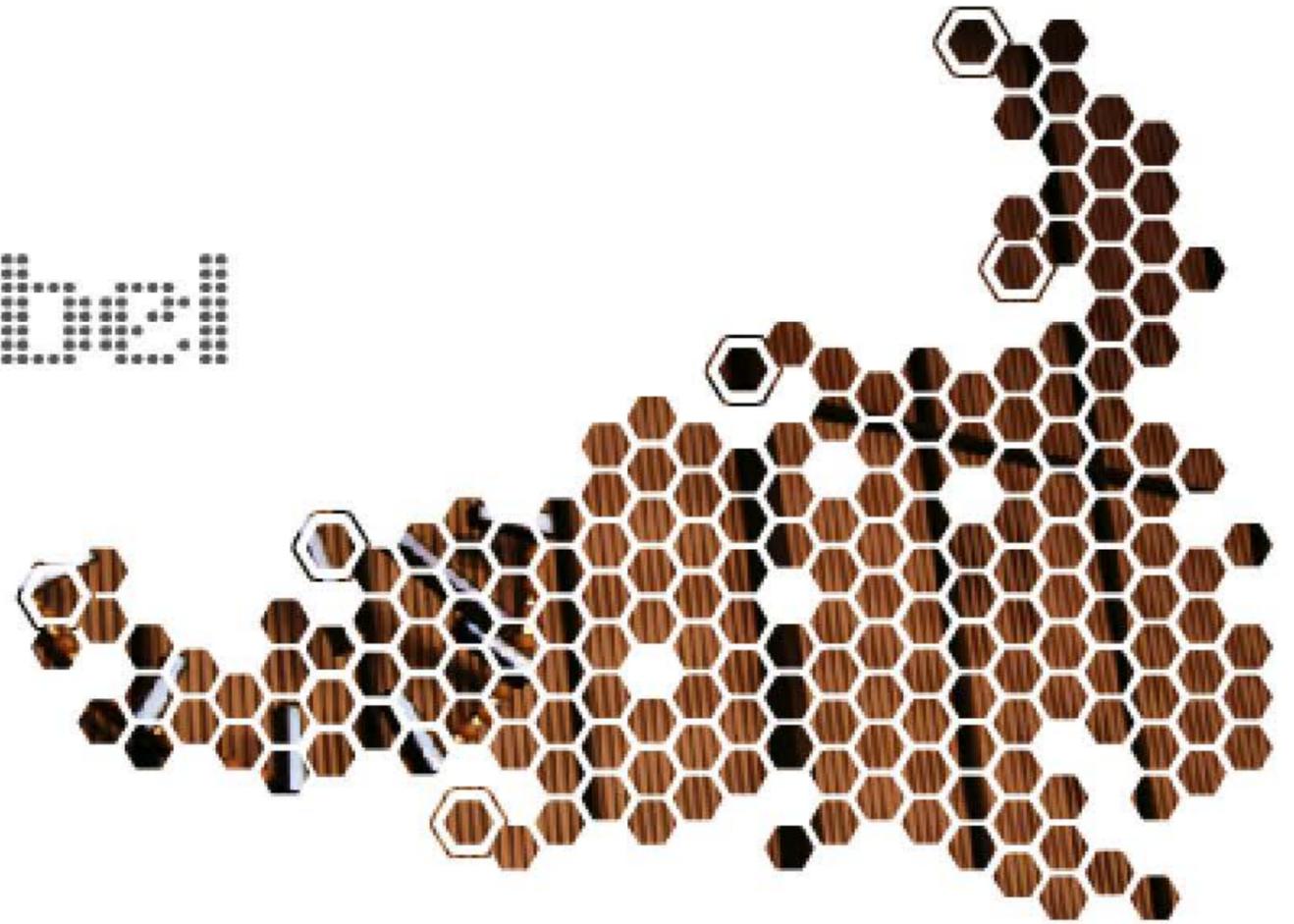


Cubed flyer

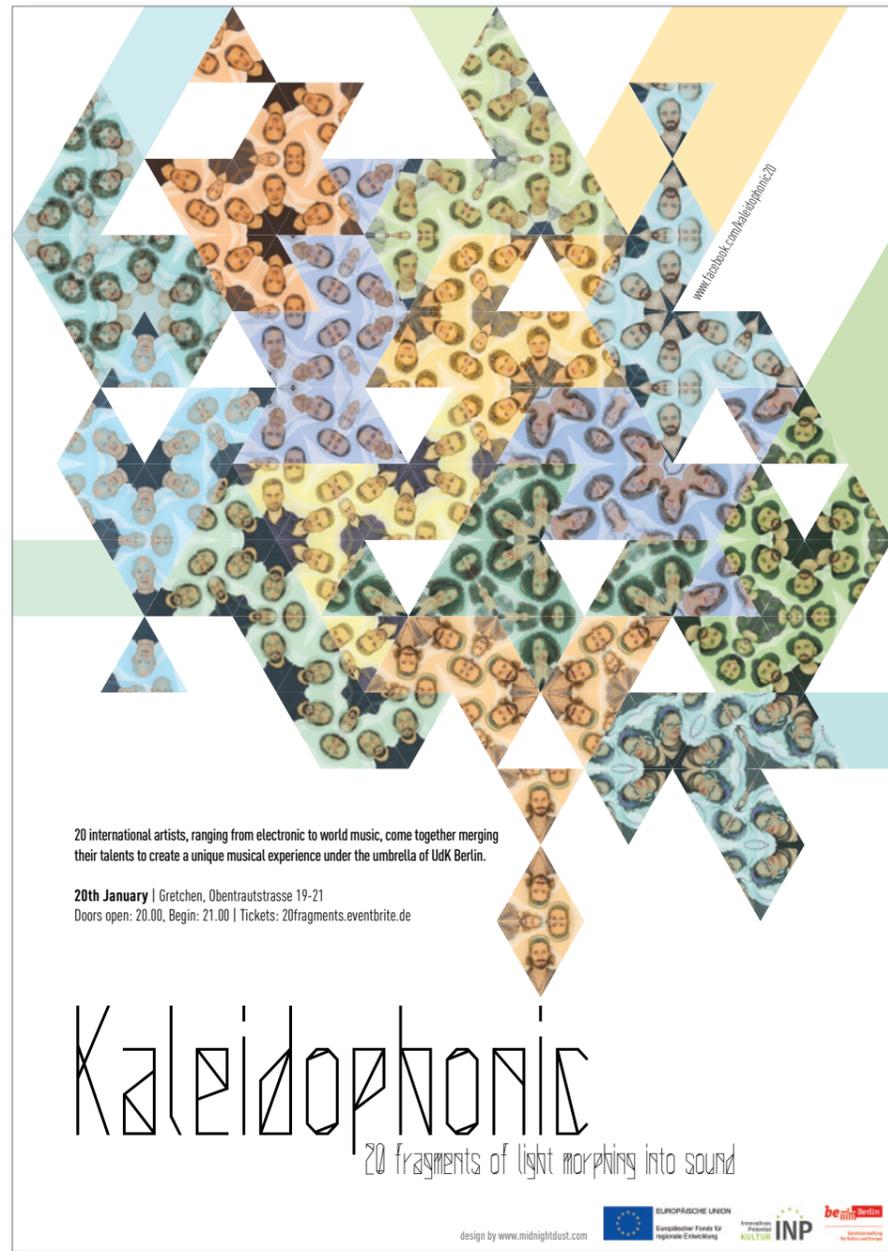
Marketing materials Orlando & Nobel marketing materials for an album launch

Website
(viewable only in Acrobat)

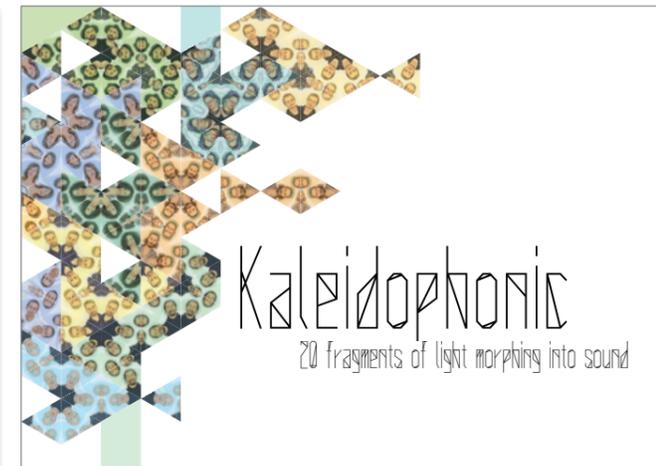
orlando & nobel



Marketing materials DigiMediaL_musik 'Kaleidophonic' Poster, flyer, social media collateral & portrait pictures



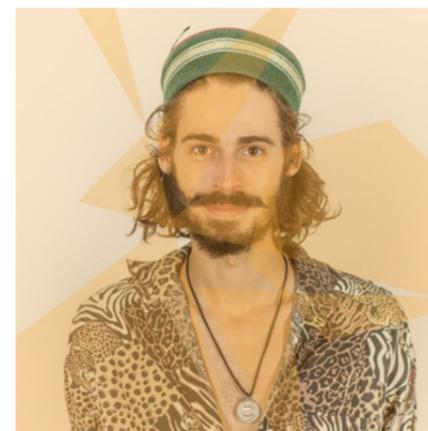
Poster



Flyer



Social media banner



Portraits

For the DigiMediaL_musik OnStage seminar backed by the UDK Berlin I created a Poster, flyer and social media banners.

The project is based around the collaboration of 20 artist, merging their unqu style of music — which was to be represented in the design.

Print design Proud Cover & inside pages



Proud magazine hired me to do an overnight job for cover artwork and the title story, in 2009. The issue discussed fashion and cycling, which was reflected in my design.



Print design 'Six Stories' book concept

My BA project was a collection of interviews and photographs of six people and their views on national pride in Germany, with a focus on how it has changed since the World Cup in 2006. I presented the results in a wood bound book that I made by hand. I also showcased six representative portraits.

The book and portraits were featured in an exhibition in Berlin.



Print design 'Six Stories' book concept



Print design 'Useless knowledge about arcade games' book concept



Visualisation of interesting facts about arcade games, where each game's individual style was translated into illustrations.



The annually produced 'Indirect tax Thought Leadership' is a 70+ page high-end brochure. The 2014 publication — shown here — featured bespoke, thematic photography; multiple information graphics, charts and diagrams; and repeating content sections, such as Insights, Executive summary/Interviews, Case studies etc.



Introduction

What is big data?

In just the last few years, the term "big data" has become a hot topic in companies and tax administrations around the world. Big data is the enormous amount of electronic information being produced every minute through a variety of channels. Sources include bank transactions, financial and market reports, orders and invoices, surveys, customer data, online activities, and even weather or traffic reports. According to some estimates, the amount of data that now flows the internet every second is equivalent to the data stored on the entire internet 20 years ago.

Three important attributes define big data:

- Volume:** It consists of very large data sets.
- Velocity:** It is being produced at a tremendous speed by the growing digitization of society.
- Variety:** It contains data from many possible sources, including structured and unstructured.

The sheer volume, variety and velocity of which data becomes available present technological challenges in storing, storing and tracking it. But companies that can do so effectively and efficiently stand to uncover valuable relationships between seemingly unrelated large and complex data sources.

Enterprise intelligence: making sense of business data

Enterprise intelligence is how companies manage and exploit big data. Using information helps businesses sharpen their performance, differentiate their offerings, identify new revenue and innovation opportunities, minimize their exposure to risk, improve operational efficiency, and facilitate the uncertainty of a volatile global economy.

Properly utilizing the information they store and matching it from different sources is fast becoming a competitive differentiator for forward-looking companies. A car manufacturer, for example, might develop an on-site customer buying experience at its dealerships that resembles the online shopping experience. Through intelligent integration and exploitation of available customer and market information, the manufacturer can provide a personalized customer experience that helps not only check the sale but can also lead to higher levels of brand loyalty and predictability of customer buying behavior.

Tax reporting begins and ends with data

Advances in technology and globalization are changing the way we do business in every sector and in every part of the world. As global trade proliferates, so does the data collected and reported by taxpayers and tax administrations. Data is the starting point and the end deliverable of every tax law. If companies do not seize the challenge to manage their tax data effectively, tax and customs administrations will. The administrations are becoming smarter, faster and more efficient at using data analytic tools to obtain, analyze and assess underlying tax and data amounts. In-depth reviews that once took from three months to two years to complete can now be done on a data-driven basis in a matter of weeks.

Until recently, few tax companies have been able to meet the "big data" challenge in their own data management and response times. Even now, tax more taxpayers are still very reactive, and this data is analyzed and consolidated predominantly as and when the tax administration performs a tax audit. But the trend is changing.

Increasingly, tax management is driven by key performance indicators linked to the company's overall strategy. Tax and trade functions need to protect companies from risk, but they are also being asked to contribute to profitable performance. As companies begin to harness tax compliance and use their own data warehousing and distribution solutions, their analysis of tax and trade data is becoming much more proactive. And as companies use data analysis tools more effectively, and their understanding improves, processes become more streamlined, response times fall, opportunities increase and the number of unpleasant tax surprises drops considerably.

Increasingly, tax management is driven by key performance indicators linked to the company's overall strategy. Tax and trade functions need to protect companies from risk, but they are also being asked to contribute to profitable performance.

Insight

Replacing IT systems throws up data storage issues

VAT data retention can pose significant problems for large companies, especially when old IT systems are replaced by new ones. A Head of Tax and Head of Indirect Taxes for a global manufacturing group asks about an ongoing project they are undertaking in Europe, following the implementation of a new ERP system:

"We are doing a project right now to look at the VAT legislation in the various countries in Europe to understand what our data retention requirements are – what kind of documents must we keep and for how long, what can the tax authority ask to see from our systems, and what are the consequences if we can't meet their expectations? The trigger is that we are implementing a new ERP system, and we need to know what data is becoming more and more difficult to access in our old systems. We need to make sure that we are in compliance since tax audits in this area are becoming more and more severe. They can find a reason to give you penalties, they will."

Case studies: e-invoicing cost savings

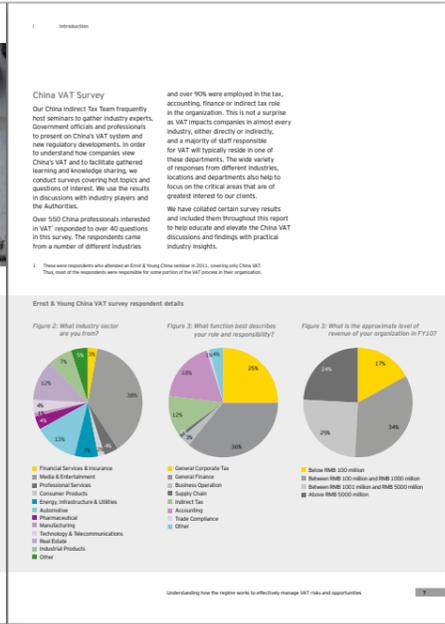
- A multinational courier company eliminated over a third of the 18 million paper invoices it sends out annually, thus saving approximately 2,400 trees and 600 tons of CO₂ each year.
- A major consumer company reduced its European AP headcount by 30% by moving 70% of its suppliers onto e-invoicing.
- An international consumer goods company saved around €200,000 a month by automating and centralizing its international invoicing.

Part I Tax and customs administrations: using data to improve compliance and collection

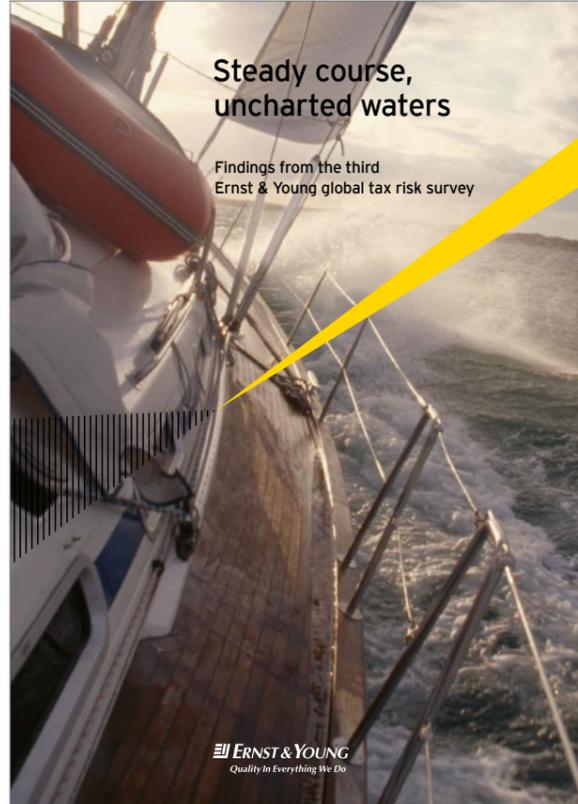
Tax and customs authorities in all parts of the world are using technology and data analysis tools to help them collect and protect tax revenues. By gathering more information and using it more effectively, they are better able to target risky taxpayers and transactions. Data extraction is also helping them perform "smarter" tax audits to identify underpayments and systemic weaknesses. They are also looking to encourage taxpayers to take compliance seriously – not only by increasing audit activity and the penalties for noncompliance but also by rewarding taxpayers who can demonstrate their systems are compliant.

Figure 4. ERP modules that provide VAT/GST data

One of the biggest challenges in meeting indirect tax reporting obligations is that these tasks have an impact on a variety of corporate functions, including the tax, legal and finance departments; logistics; supply chain; real estate; and operations. Knowledge, information and vital documents needed to identify risks and opportunities and to complete reports are likely to be located in a number of different parts of the organization. The necessary data may potentially be located in different companies and countries as well as in different ERP systems or stand-alone applications.



China VAT – marketing report



'Insight into indirect' programme & event guide

Survey findings – brochure

Tax alert – newsletter



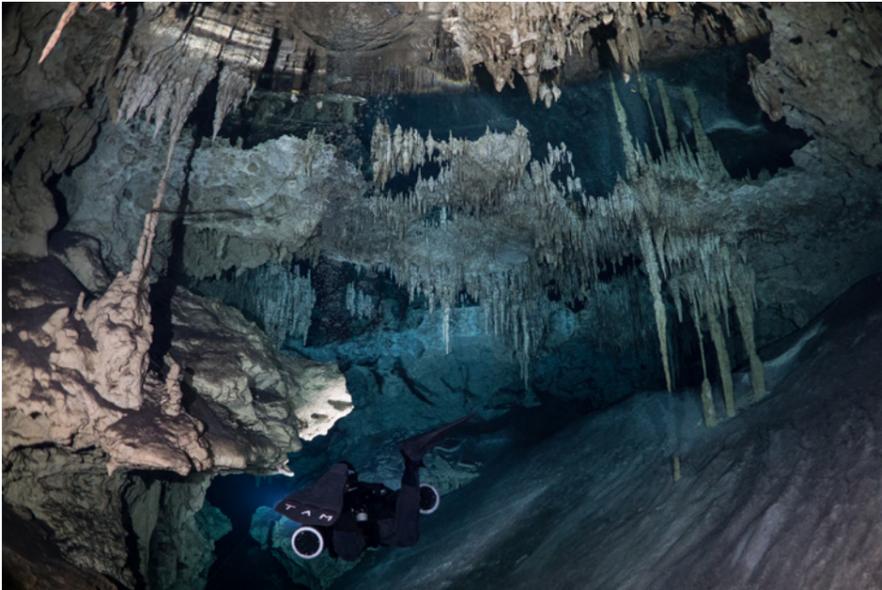
Photography

I specialise in underwater, event and documentary photography but am no stranger to portrait and studio photography. Additionally, I provide videography services with my main focus being on underwater locations.

Please see the following pages, which include some of my recent work.

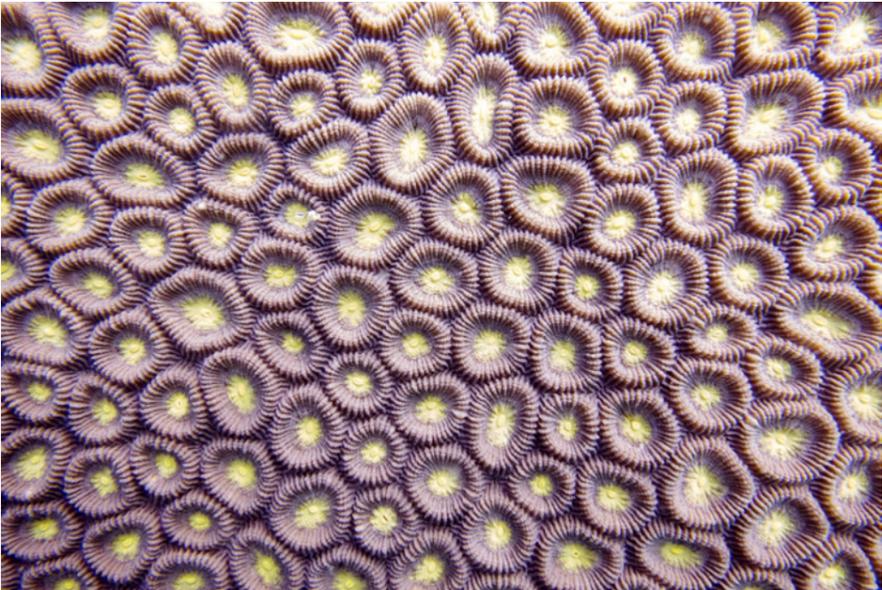
Photography Caves

Mexico



Photography Mostly macro

Thailand, California, Philippines



Photography Event

EY European Tax Symposium 2011, Berlin



Freundliche Botschaft 2008, Berlin



Festivals



Underwater videography Bassline Drift – Drink the Water Down (official music video)

In 2015, I was very pleased to collaborate with Katy Fraser from 'She Dives Tech' and Naomi Gittoes on a playful and creative underwater music video project in Mexico for a Bassline Drift song.

Click here for link to vimeo. (vimeo.com/154849162)



Thanks for your time!

sjl@midnightdust.com

