

# FARROW

Experienced multi-disciplined Creative Technologist  
with a demonstrated history of working in the  
marketing and advertising industry.

**PORTFOLIO**

# Ballantine's

## A Stay True Experience

UX and Application Development.

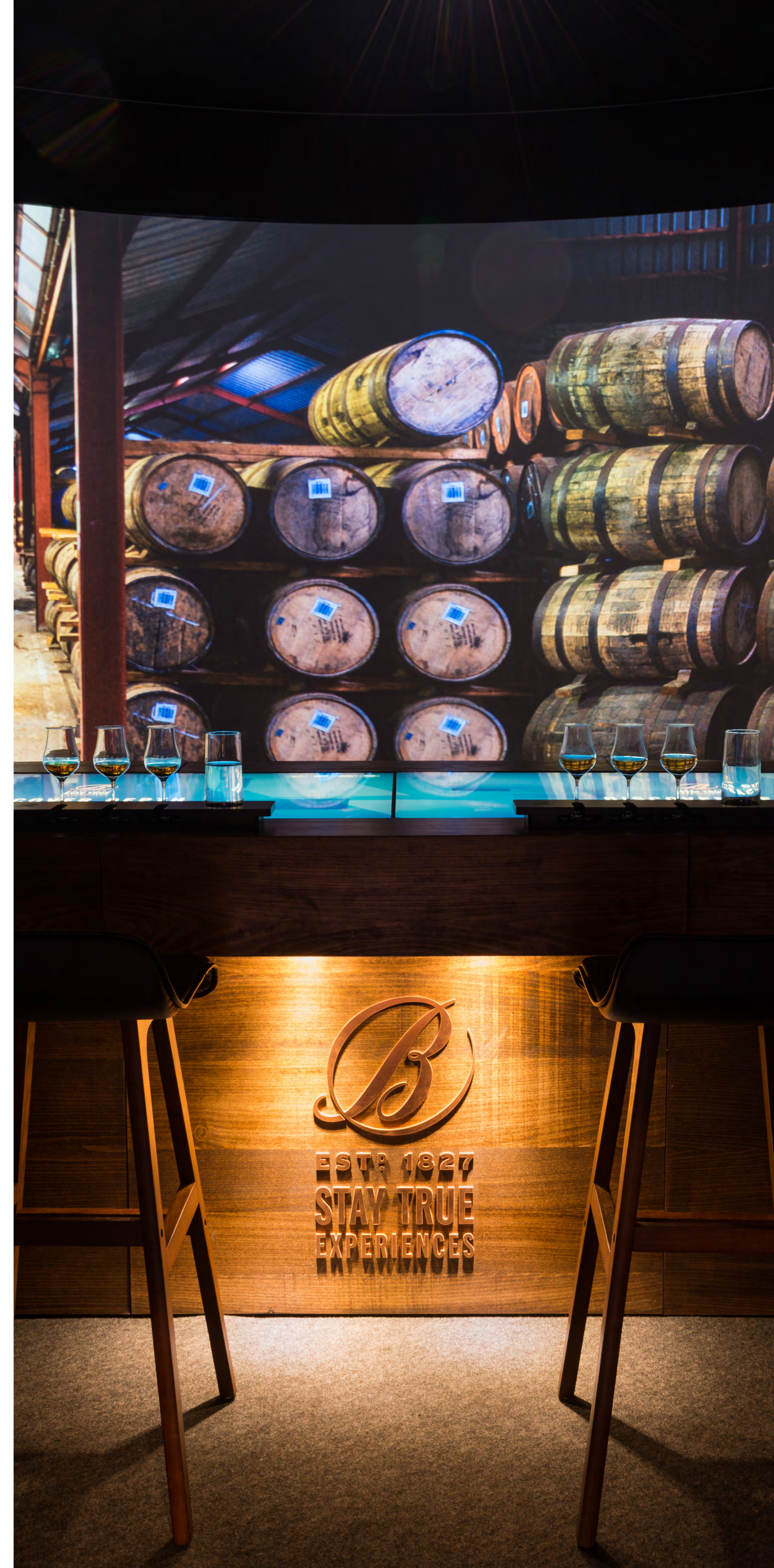
Using a custom designed digital table and 360° projections, the Ballantine's brand ambassador guides the guests through history and across Scotland to learn more about the whisky and its creation.

Application built in C# using the MultiTaction framework, and OSC to interface with the 360° projection system.

### Links

**Tasting:** [vimeo.com/142379770](https://vimeo.com/142379770)

**Making of:** [vimeo.com/143151802](https://vimeo.com/143151802)





Fiducial marker recognition used to augment physical objects placed on the table surface.



Multitouch gestures, enabling natural manipulation of images and videos, as well as multi-user interaction.

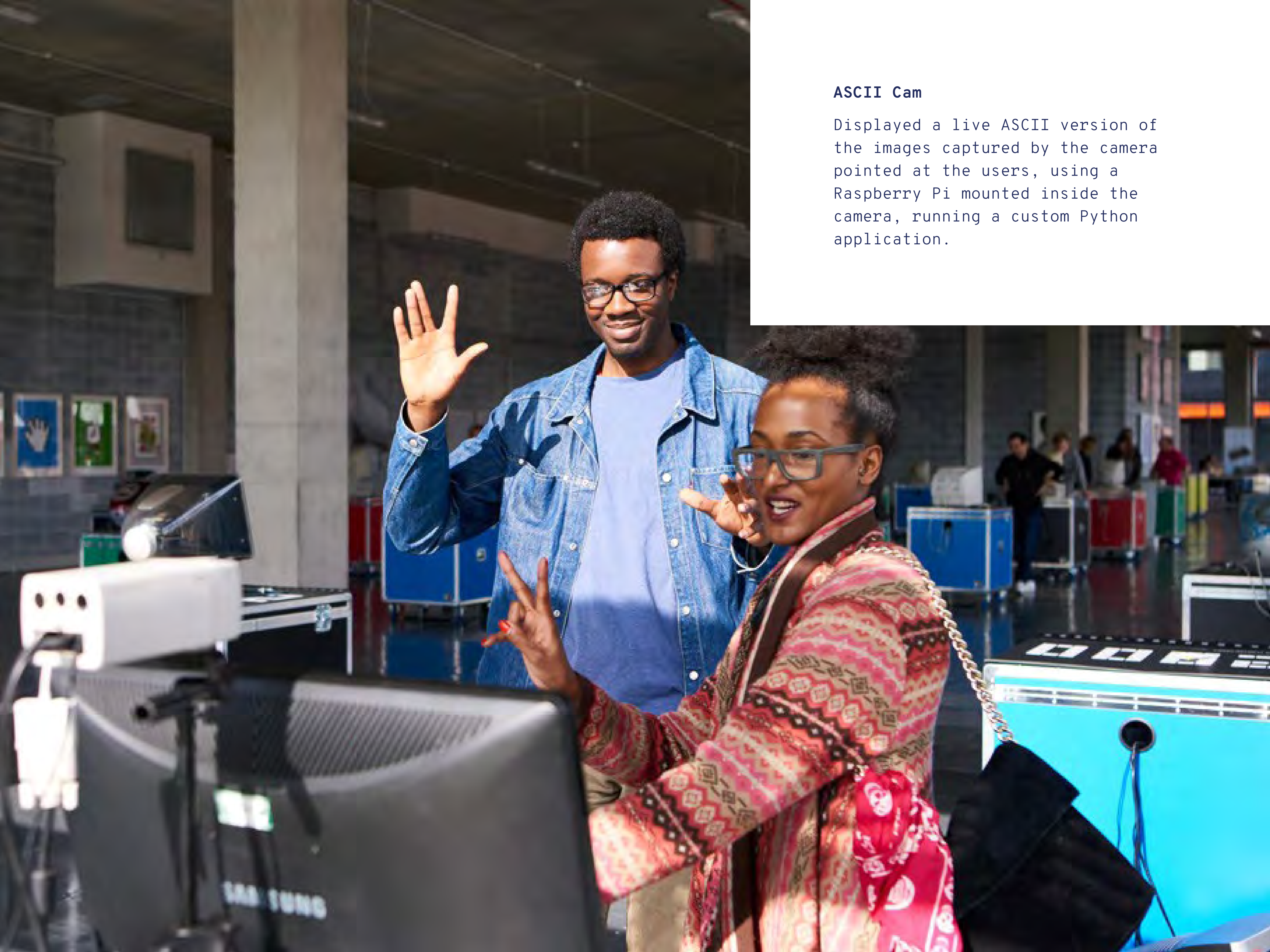




### **Interactive Phone**

When picked up, played the old dial-up connection sound through the phone's handset, using an Adafruit sound board wired to the handset speaker and handset latching mechanism.





### **ASCII Cam**

Displayed a live ASCII version of the images captured by the camera pointed at the users, using a Raspberry Pi mounted inside the camera, running a custom Python application.





### **Dot Matrix Printer**

Printed the images captured by the ASCII camera at the opposite end of the exhibition, using a Raspberry Pi Zero and Python application to communicate with the camera and printer.



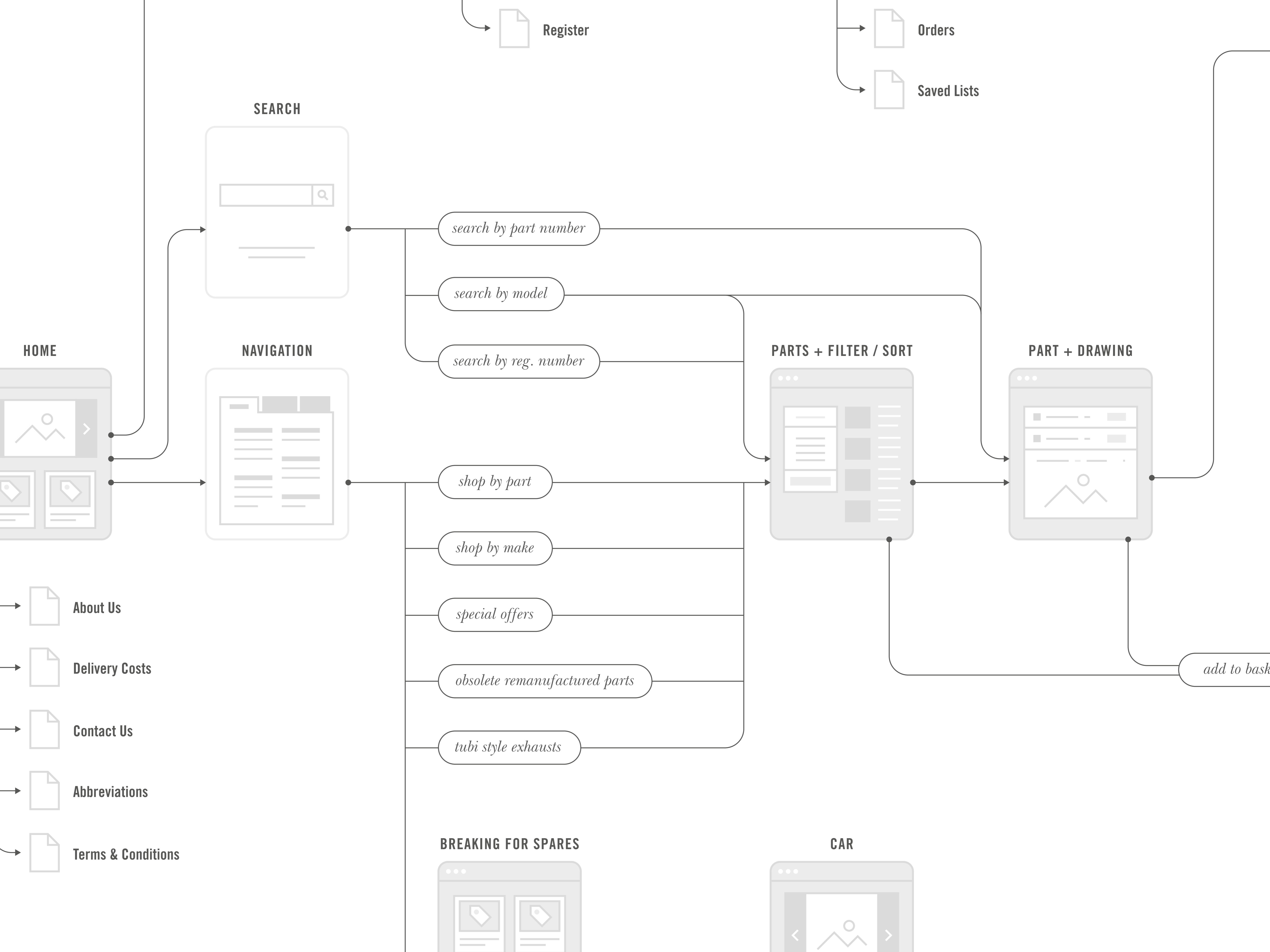


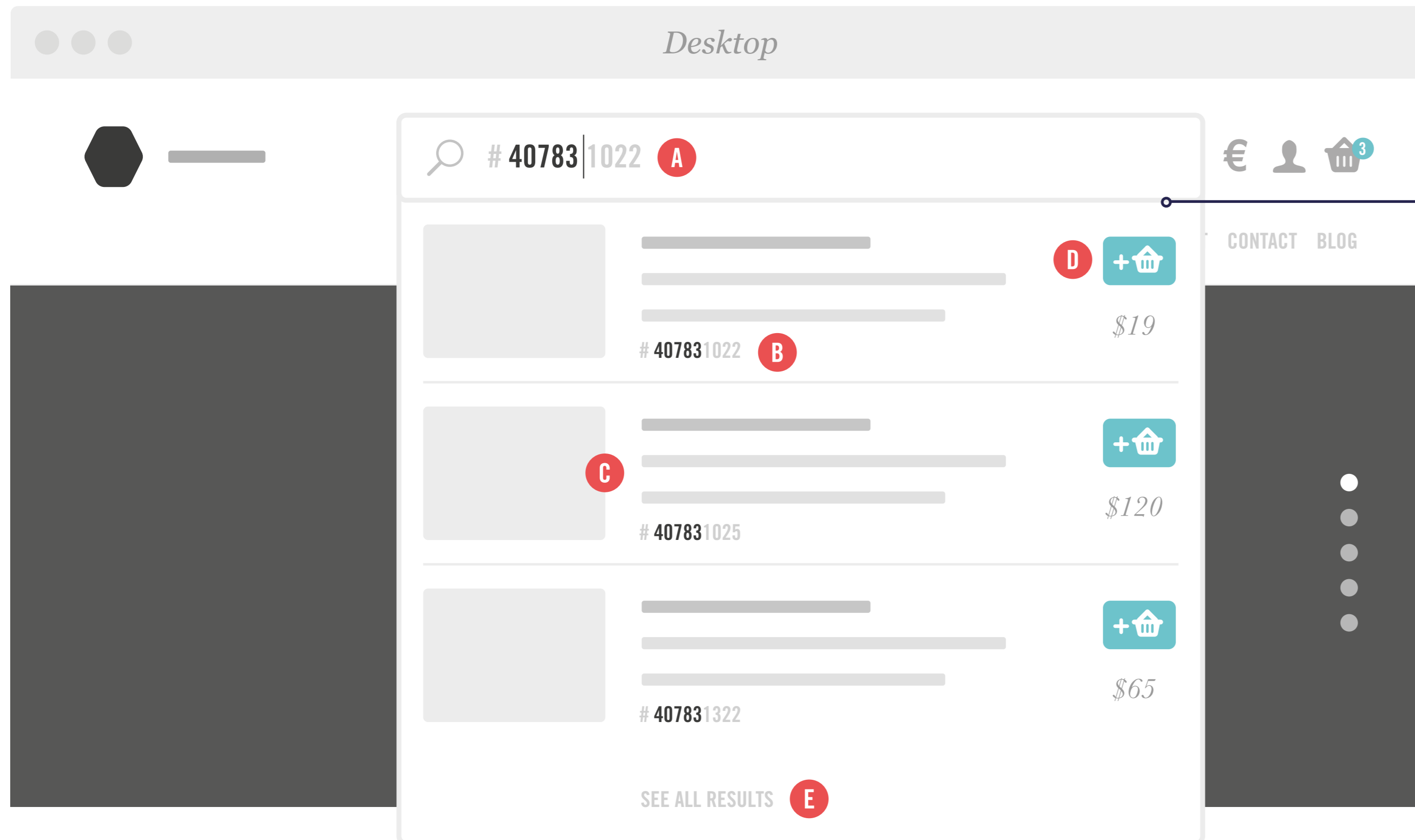
## Website

UX and Website Design for soon-to-be-relaunched site.

The entire navigation and search functionality was designed from the ground up to provide a more focussed user experience, built around categorising and filtering.





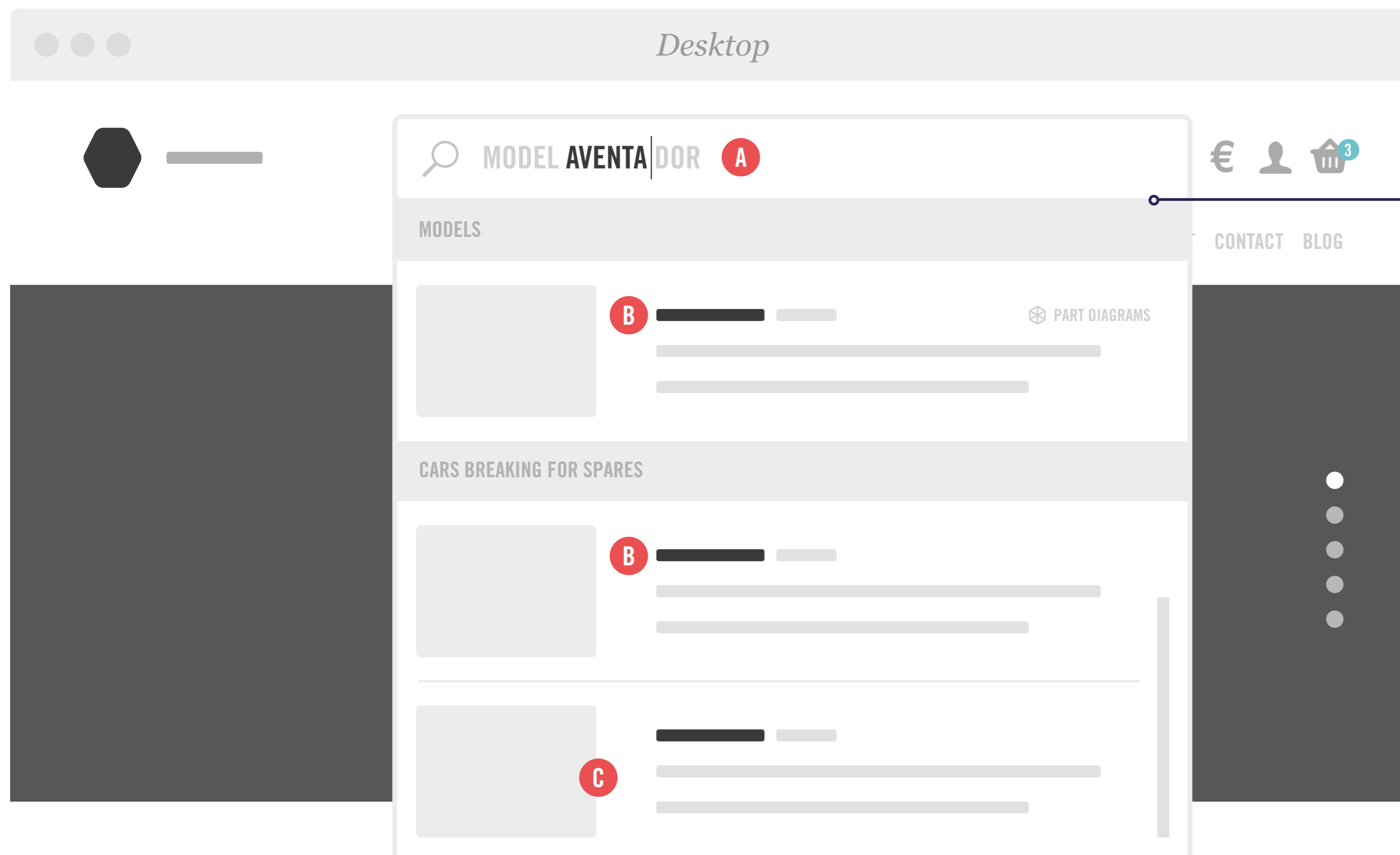
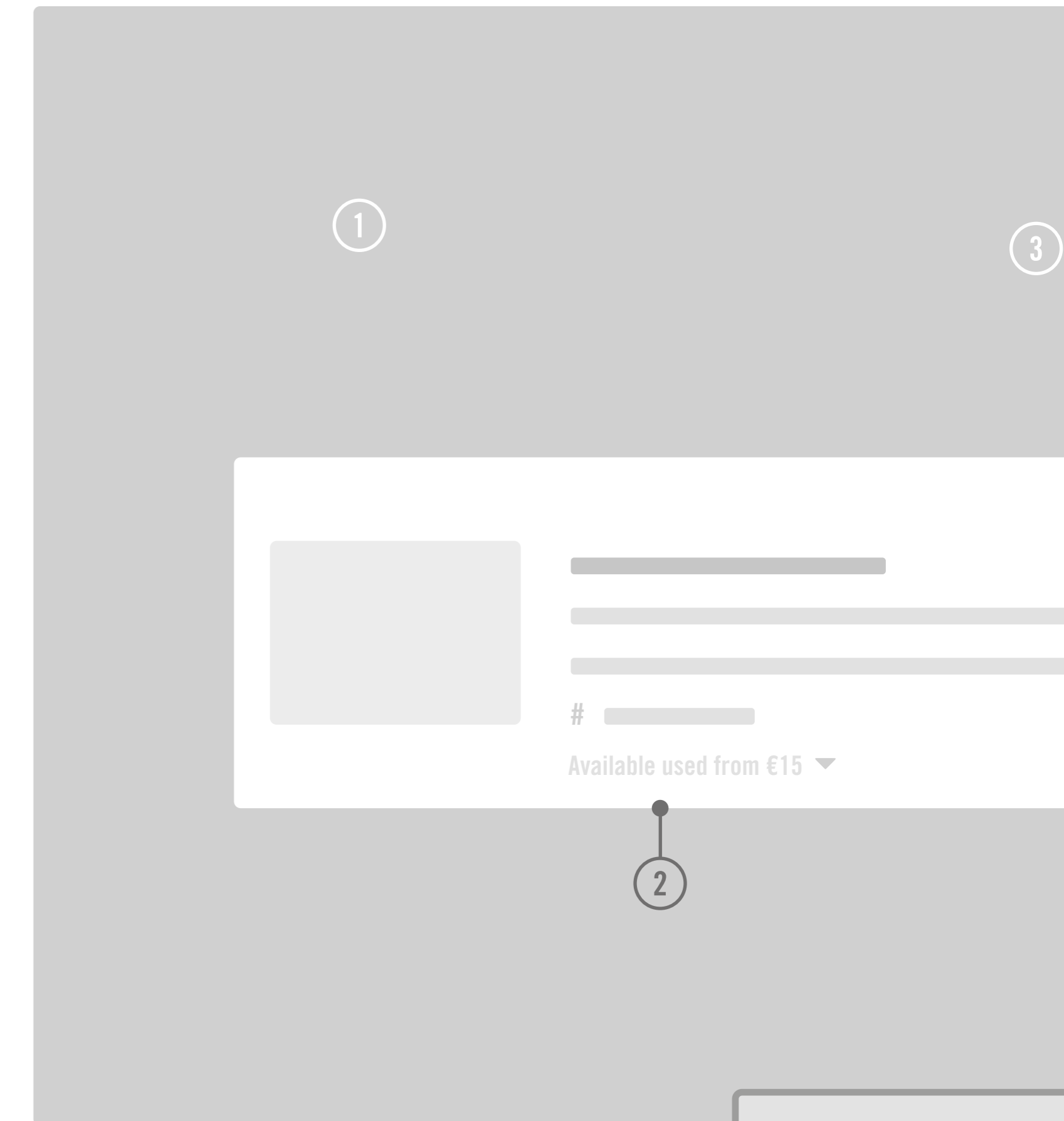


#### SEARCH MY PART NUMBER/NAME

If searching by part number or name, a parts list will be displayed under the search bar, with options to add to basket, or click through to see the specific part.

The parts list will be limited to (for example) the top 5 parts. If the user wishes to see all search results, they can click the "See all Results" link at the bottom of the list.

- A. Auto complete search term
- B. Search term highlighting
- C. Part/Model details  
With optional image
- D. Add to cart button
- E. See all results list



#### SEARCH BY MODEL NAME

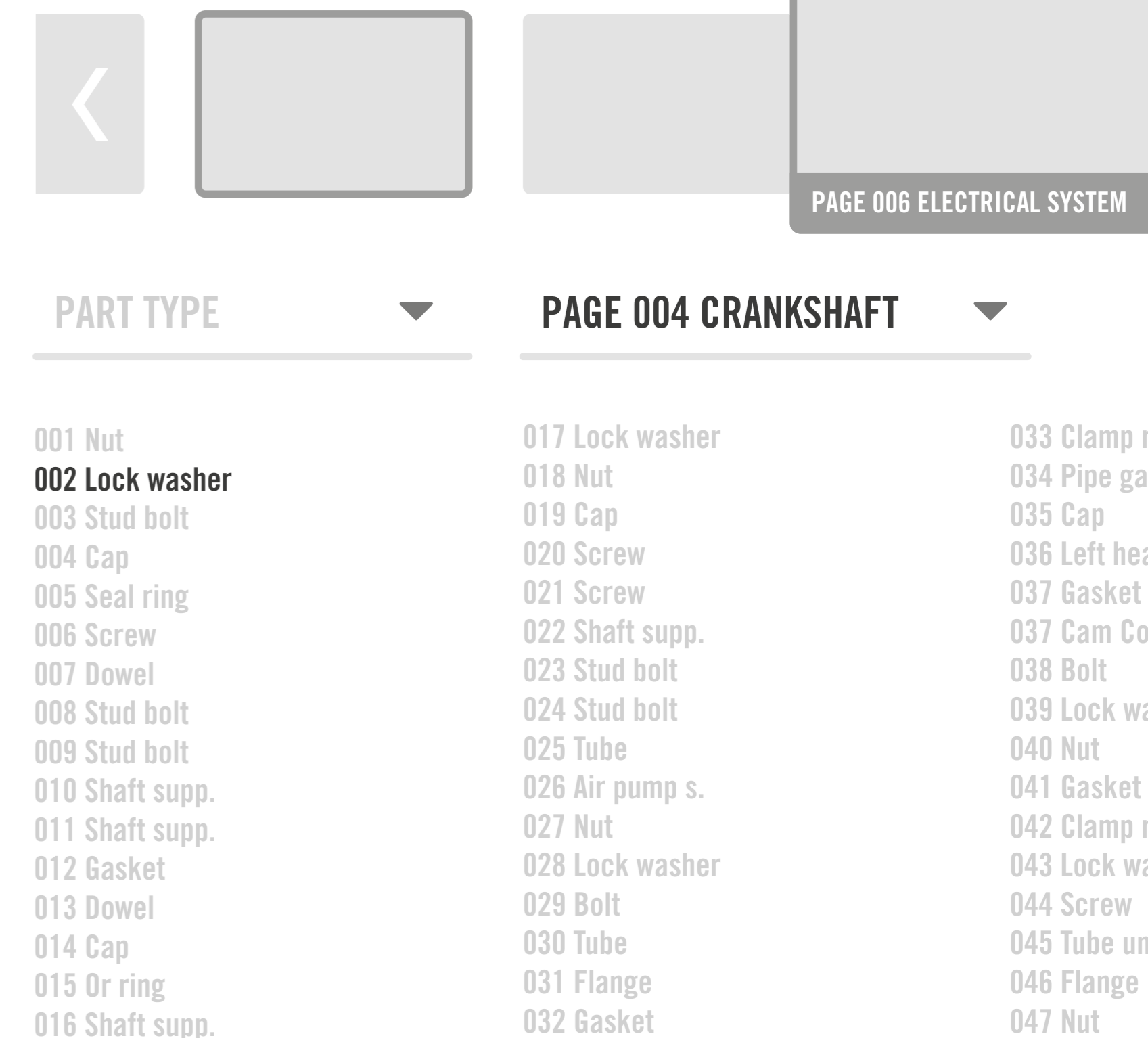
If searching by model name, the search results will be a mixture of models, parts and cars breaking for spares.

If a model result is clicked, the user will be taken to the Parts list + filters page (04.1.), with the selected model pre-selected in the filters.

If a cars breaking for spares search result is clicked, the user will be taken to the. Cars breaking for spares - Car Detail page (06.2.).

#### AUTO SUGGEST LOGIC

The search list will be able to show parts, models and cars breaking for spares all at once if there is a search term which matches all types of search result: "308" for example which is the





Search by part name, part number or model



[BROWSE BY PART](#) ▼

[CARS BREAKING FOR SPARES](#) • [ABOUT](#) • [CONTACT](#) • [BLOG](#)

# Aliquam hendrerit laoreet tinciduntv

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean placerat condimentum orci at dignissim. In gravida neque orci, ac lobortis enim fermentum sed. Sed orci lectus, congue pellentesque blandit ac, rhoncus quis dui.



FERRARI



LAMBORGHINI

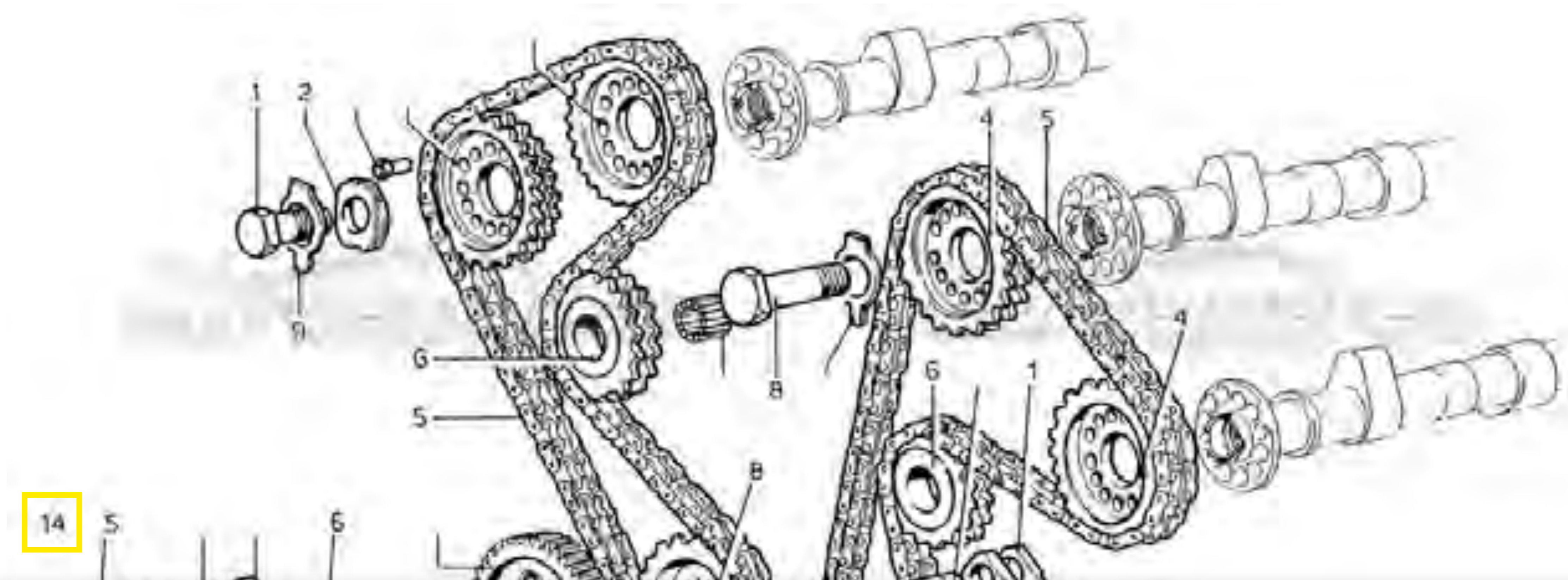


MASERATI



# FERRARI

206 GT Dino (1969)



14

014 Washer

Quantity Fitted: 2



Ferrari 308 Quattrovalvole (1985)  
Clutch Kit - 3 Piece

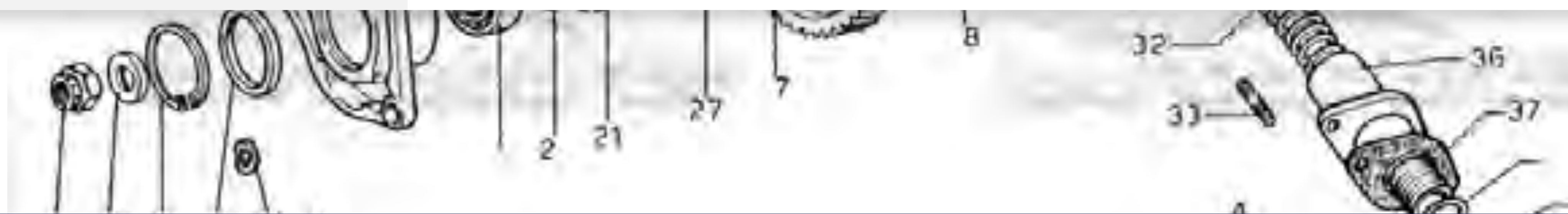
#165802

In Stock • New

£245

ADD 2 TO BASKET ▾

Available used and remanufactured from £200





## Website

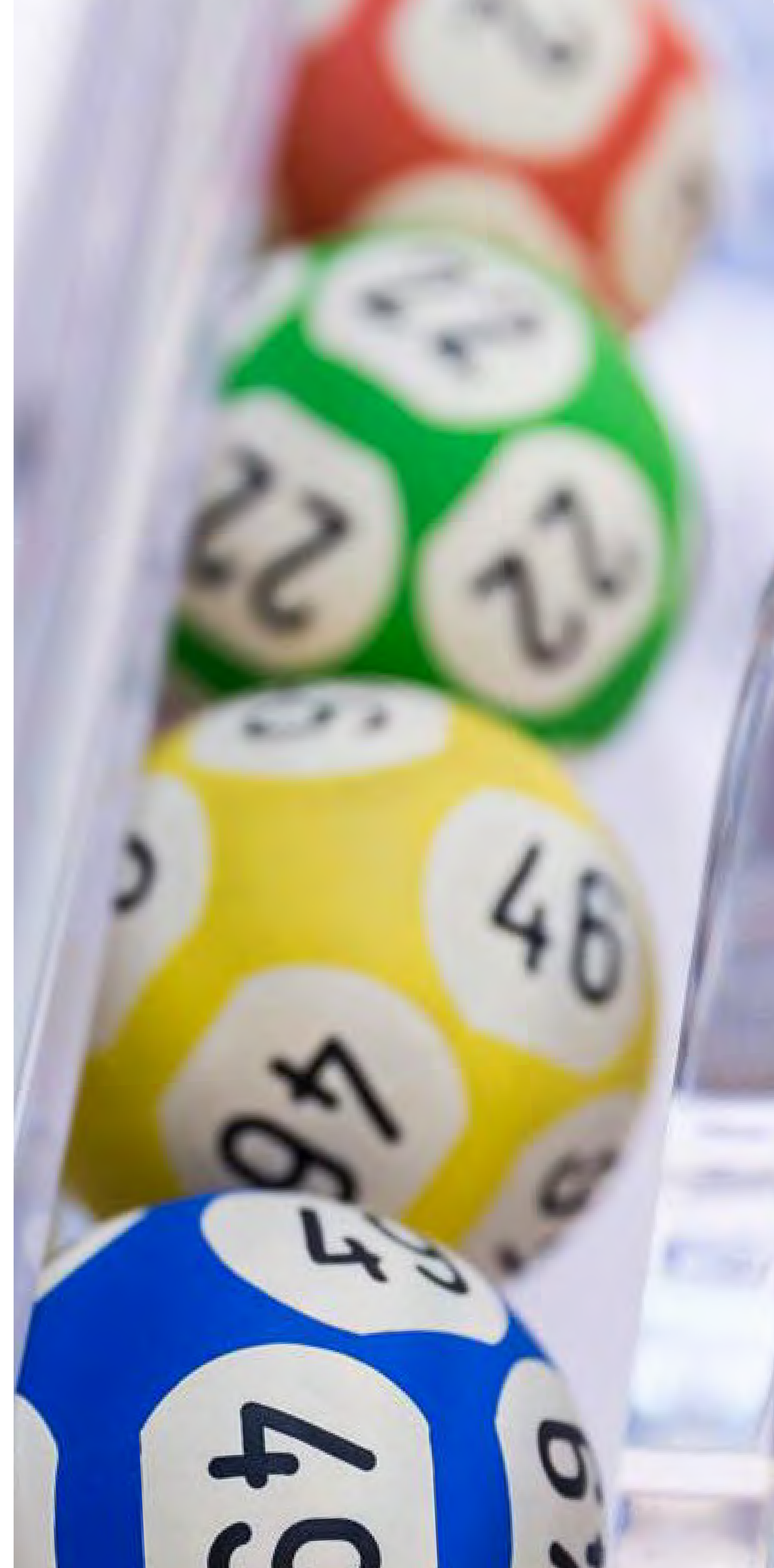
Redevelopment of a betting results website which draws in more than 9 million unique visits per month.

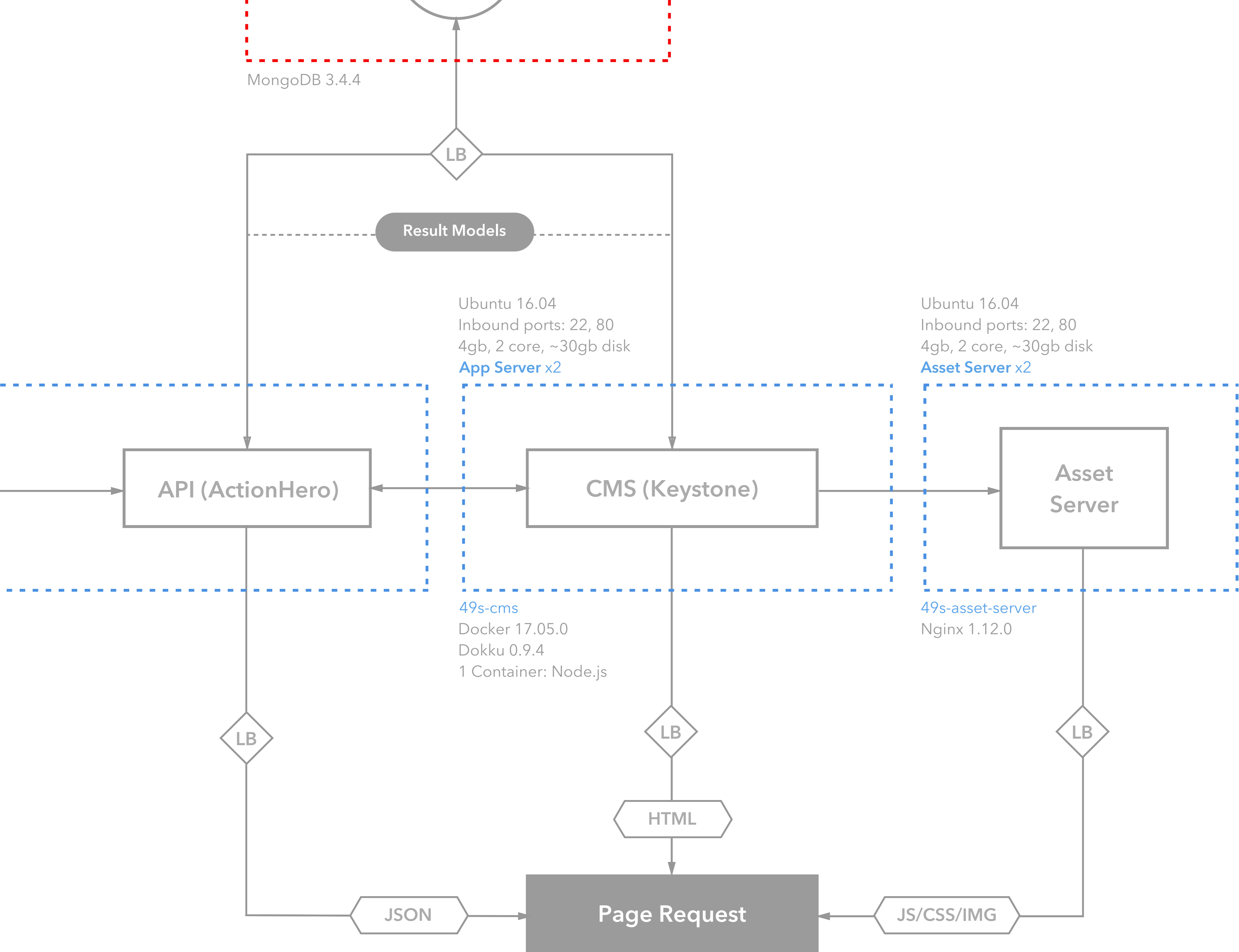
49's is a website co-owned by Coral, Ladbrokes, and William Hill, which delivers the results for the 49's draw, Irish Lotto Bet, Rapido, as well as Virtual Horse and Greyhound racing.

Load balancing and microservice replication to handle the large peak traffic through AWS services, with SIS service integration to deliver the results. It was also required to support many legacy browsers, so a custom lightweight javascript MVC framework was developed in tandem.

### Links

**Website:** [www.49s.co.uk](http://www.49s.co.uk)









HOME

FIND A BETTING SHOP

THE FOUNT

BET HERE

STAY IN TOUCH

RESPONSIBLE GAMBLING

MOBILE APP



**PICK 1  
MATCH 1  
£10 STAKE**

\*EXAMPLE SHOWN ON 6 NUMBER DRAW. RETURNS INCLUDE THE STAKE. PAYOUTS MAY VARY SO PLEASE CHECK WITH YOUR LOCAL BOOKMAKER.

**RETURNS  
£70\***



49'S

IRISH LOTTO BET

VIRTUAL HORSES

VIRTUAL

RAPIDO

WORLD LOTTOS



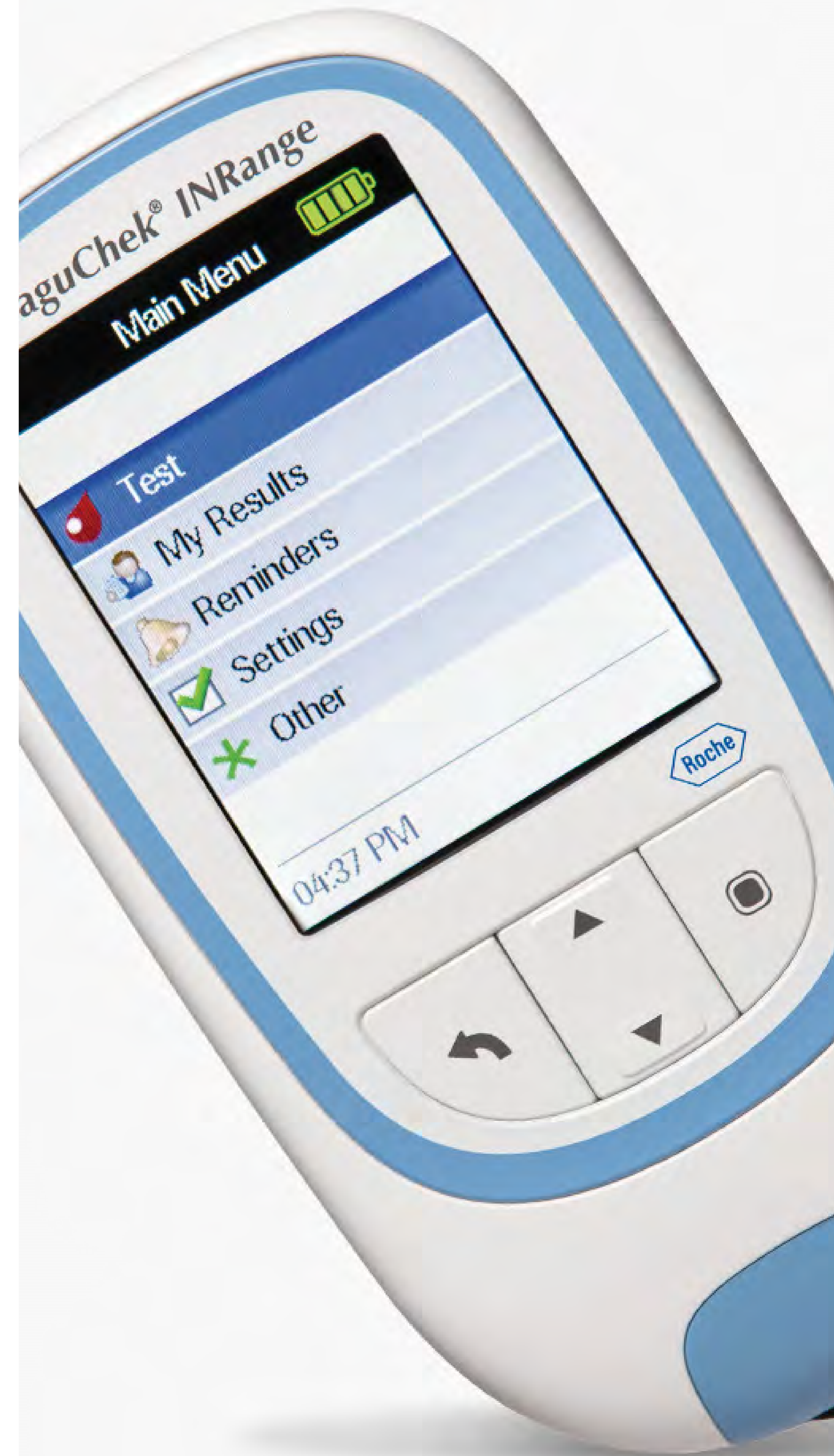
## E-commerce Website

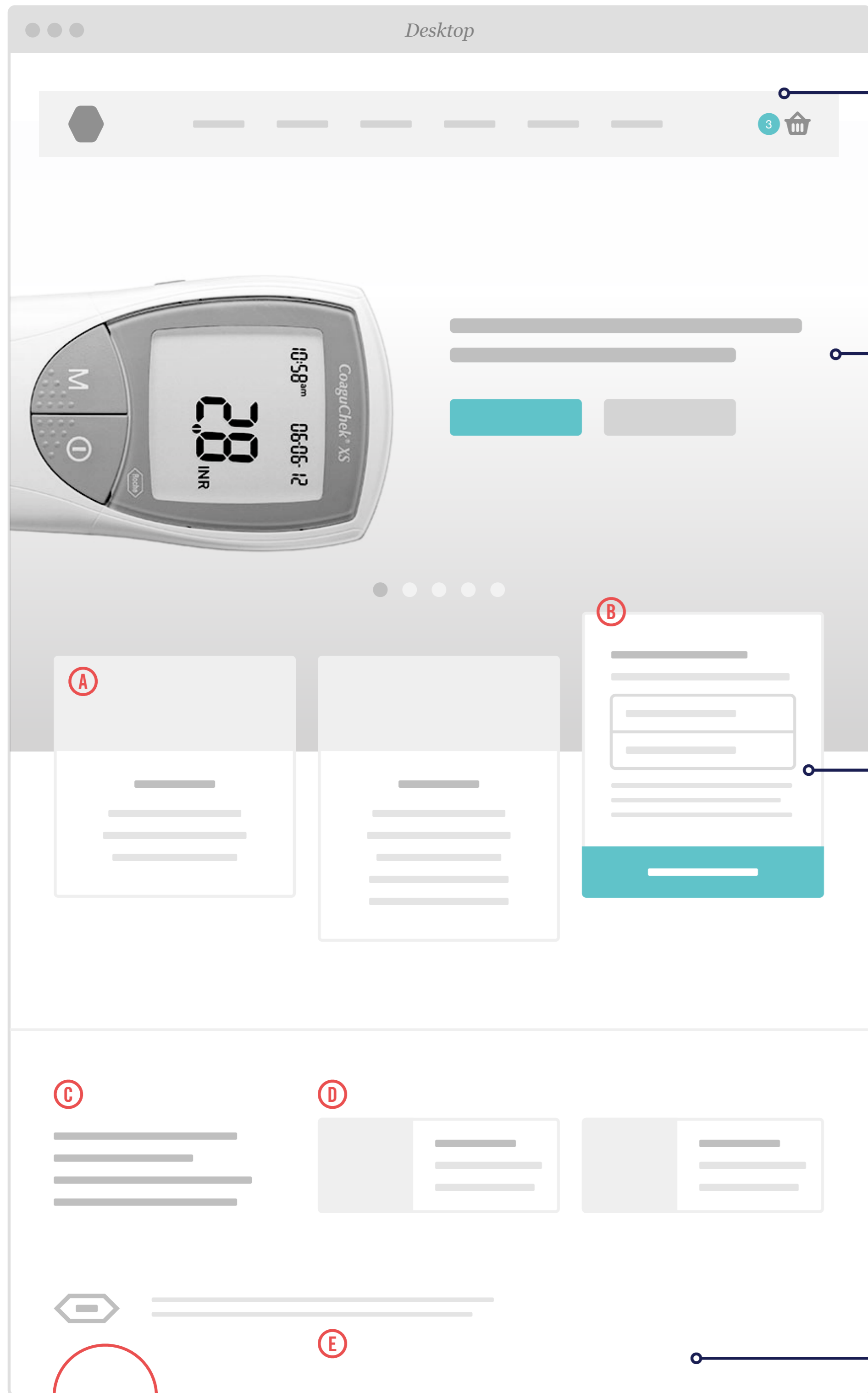
UX and Redevelopment of the UK ecommerce site.

Wordpress site with WooCommerce and SagePay payment gateway integration. Also interfaces with CoaguChek's order processing system.

### Links

**Website:** [shop.coaguchek.co.uk](http://shop.coaguchek.co.uk)





**HEADER**

Contains the CoaguChek logo, main navigation and basket. This will 'stick' to the top of the screen as the user scrolls the page so they always have easy access to these frequently accessed items.

**MASTHEAD**

Customizable to allow variable messaging. For example for the new meter launch, this will include an image of the new meter with a blurb and CTA button(s) to find out more. Multiple 'slides' can be added and will be rotated through.

There will be options for primary and secondary CTA buttons, depending on the messaging e.g. "Buy Now" and "Testimonials".

**MID-PAGE PROMOS**

**A. Promos**  
These would link to other pages, news or blog articles within the site. We can intelligently detect what sort of user is browsing the site, and adjust the content accordingly. For example, we could differentiate between new users and returning users, or users who have made a purchase in the past.

Some of the promos could be made 'sticky', and would appear for all users, or they could rotate between a selection of content.

**B. Newsletter sign-up form**  
The newsletter sign-up form will be placed in this section on the home page. On other pages, it will sit in the footer.

**FOOTER**

The footer will contain navigation links, legal copy, as well as configurable promo items.

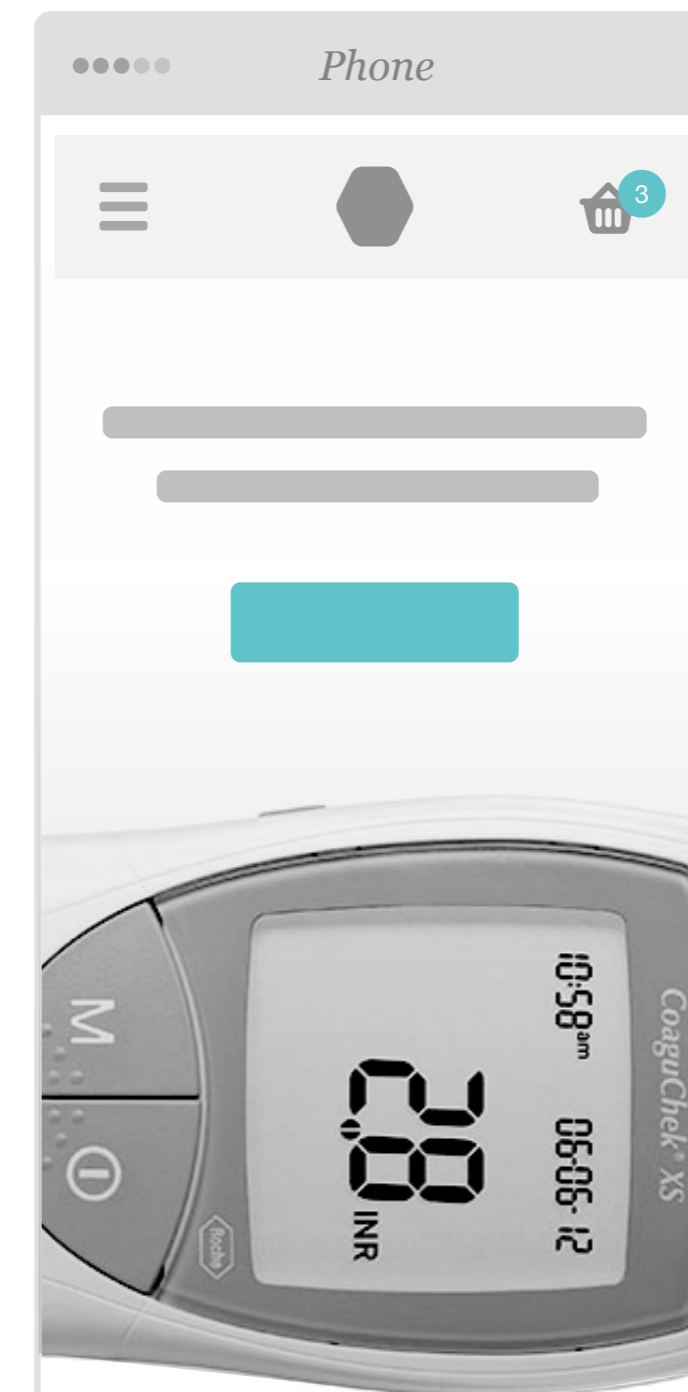
**C. Footer navigation links**  
Privacy & Cookie Policy, Terms & Conditions etc.

**D. Promos**  
As with the mid-page promos, these can be configured intelligently. This may be a good place for the CoaguGame link and SelfieChek Facebook link.

**E. Legal copy**  
Including copyright information and Roche logo.

**COOKIE NOTICE**

Cookie notice will appear on first visit, with a button to accept the notice and a link to read more.

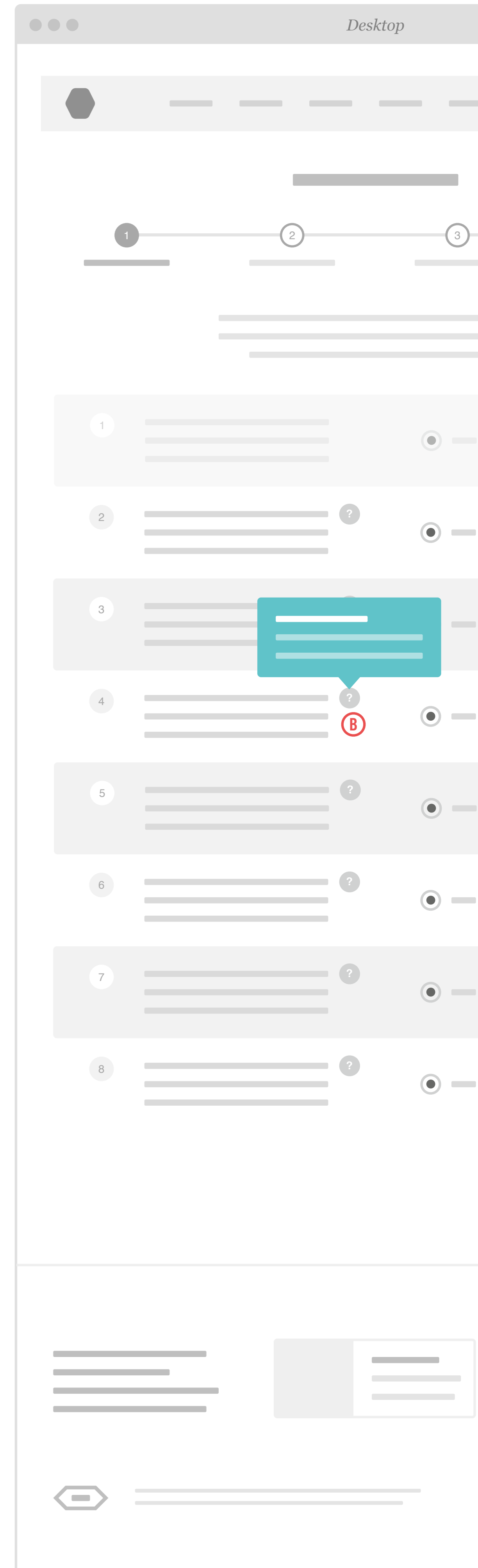


B

A

C

D





- [INR SELF MONITORING](#)
- [CONDITIONS](#)
- [OUR PRODUCTS](#)
- [LIFE STORIES](#)
- [BLOG/NEWS](#)
- [HCPS](#)
- [SUPPORT](#)



**SPREAD THE COST OVER 12 OR 24 MONTHS**  
INTEREST FREE\*

# New

## CoaguChek INRange



Test at home



Delivers immediate results



Payment options available\*

[Product Details](#)

[Buy Now](#)

\* Terms and conditions apply. Please note that if you are on long-term warfarin in the UK you won't pay VAT at checkout.



## Website

Website Development, including a Keystone.js CMS with Google Places, Google Maps and Instagram integration.

The opening times section features a live open sign, which uses the information pulled from Google Places to decide whether the pizza shop is open or not.

### Links

**Website:** [paradiseslice.co.uk](http://paradiseslice.co.uk)





# PARADISE SLICE PIZZA SHOP

[ABOUT](#)

[GALLERY](#)

[LOCATION](#)

[CONTACT](#)

# Freixenet

## Moving Image

Reconstructing the physically created ad campaign imagery.

After Effects was used to combine and animate the various assets in 3d space, with dynamic lighting and shadows.

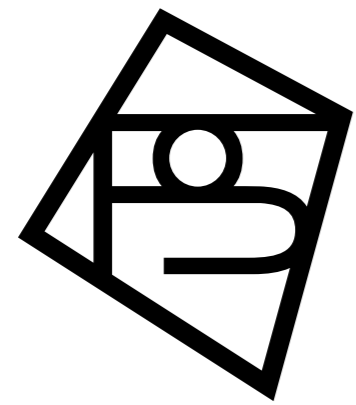
### Links

**Bottle:** [vimeo.com/173450148](https://vimeo.com/173450148)

**Lifestyle:** [vimeo.com/173449847](https://vimeo.com/173449847)



A NEW / DIMENSION IN CAVA  
CAVA.ICE.



**PAUL SCHÜTZE**  
LONDON

## E-commerce Website

Website Development with Keystone.js based CMS, Stripe payment gateway, and Mailgun integration.

### Links

**Website:** [paulschutzeperfume.com](http://paulschutzeperfume.com)







PAUL SCHÜTZE  
LONDON

ABOUT  
PERFUMES  
CONTACT



STOCKISTS  
PRESS  
TERMS & CONDITIONS  
SHIPPING  
RETURNS



**Cirebon**

50ml Eau De Parfum

£135



**Tears of Eros**

50ml Eau De Parfum

£135



**Behind the Rain**



**Villa M**



PAUL SCHÜTZE  
LONDON

ABOUT  
PERFUMES  
CONTACT



STOCKISTS  
PRESS  
TERMS & CONDITIONS  
SHIPPING  
RETURNS



## Behind the Rain

50ml Eau De Parfum

£135



"An island in the Aegean: a sudden violent rainstorm: as the storm ends, the warmth of the emerging sun on bruised foliage coaxes waves of resinous fragrance that wash down onto our place of shelter under a stand of conifer trees."

A glowing vetiver, enlivened with grapefruit and pepper with a heart of frankincense and patchouli.

### NOTES:

**BLACK PEPPER, CONIFER, OLIBANUM, GRAPEFRUIT, LENTISQUE, LINDEN, MOSS, PATCHOULI, SWEET FENNEL, VETIVER.**



**ADD TO BASKET**

**BUY NOW**

[BACK TO PERFUMES](#)

# align

## iPad Sales Tool Application

UX and Development of a React Native based iPad application to enable the AlignTech salesforce to effectively deliver a new sequential selling sales method.

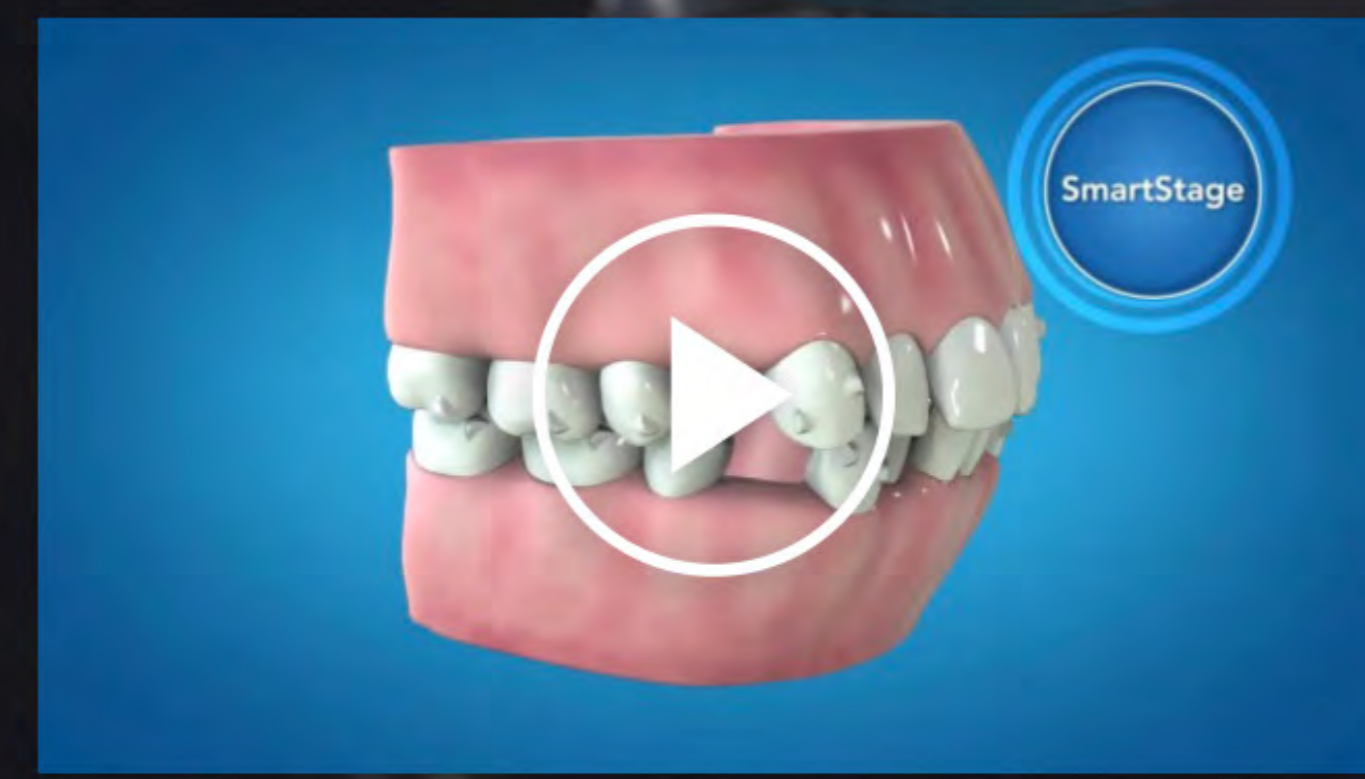




# SmartStage Sequencing

**SmartStage technology** uses pre-activated attachments engineered to eliminate both unwanted tipping and anterior extrusion during retraction. Our patented technology ensures that you are in control of each stage of treatment.

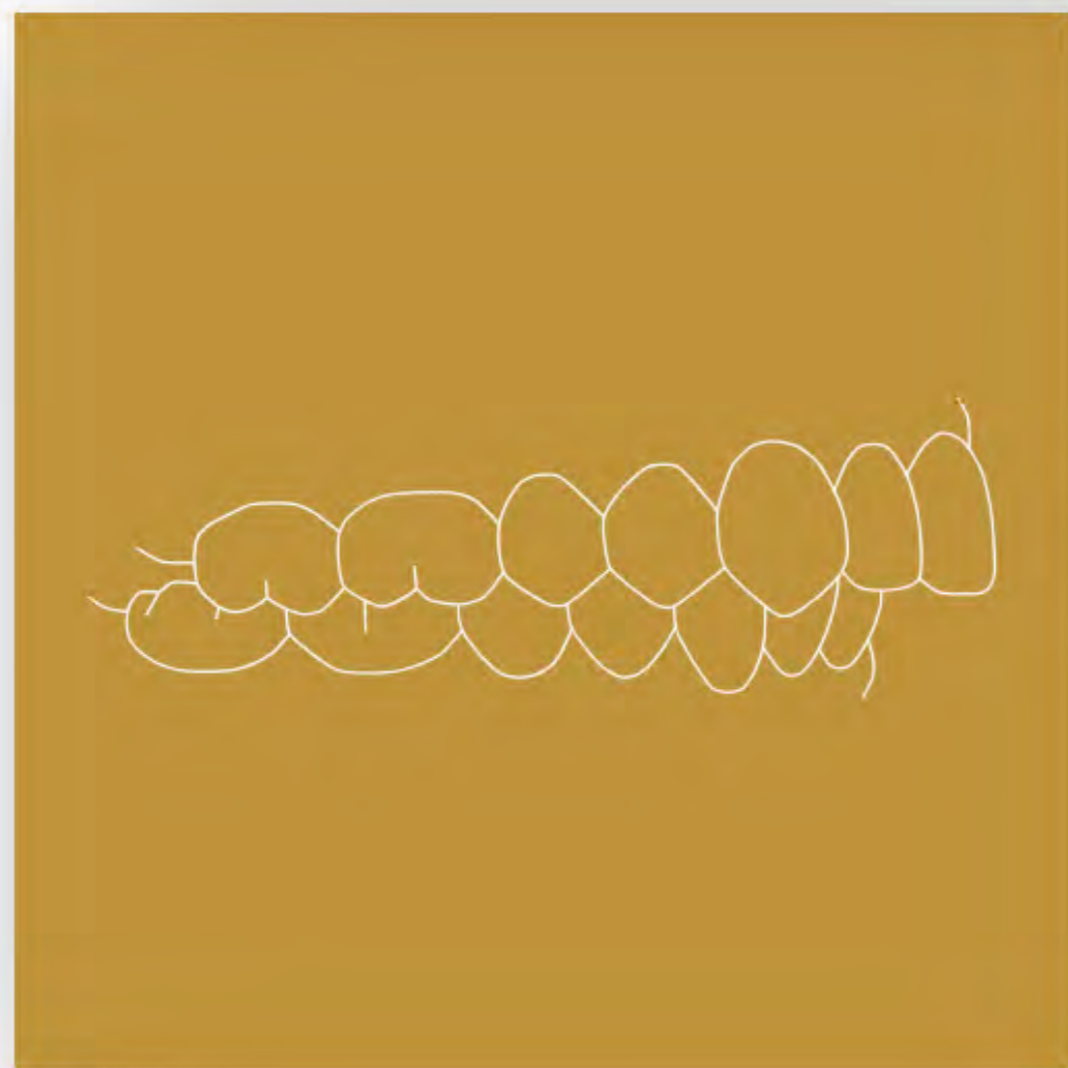
- Optimised progression of tooth movements designed to improve predictability of treatment
- Improved precision control of individual and multiple tooth movements
- Minimisation of intra-arch and inter-arch interference





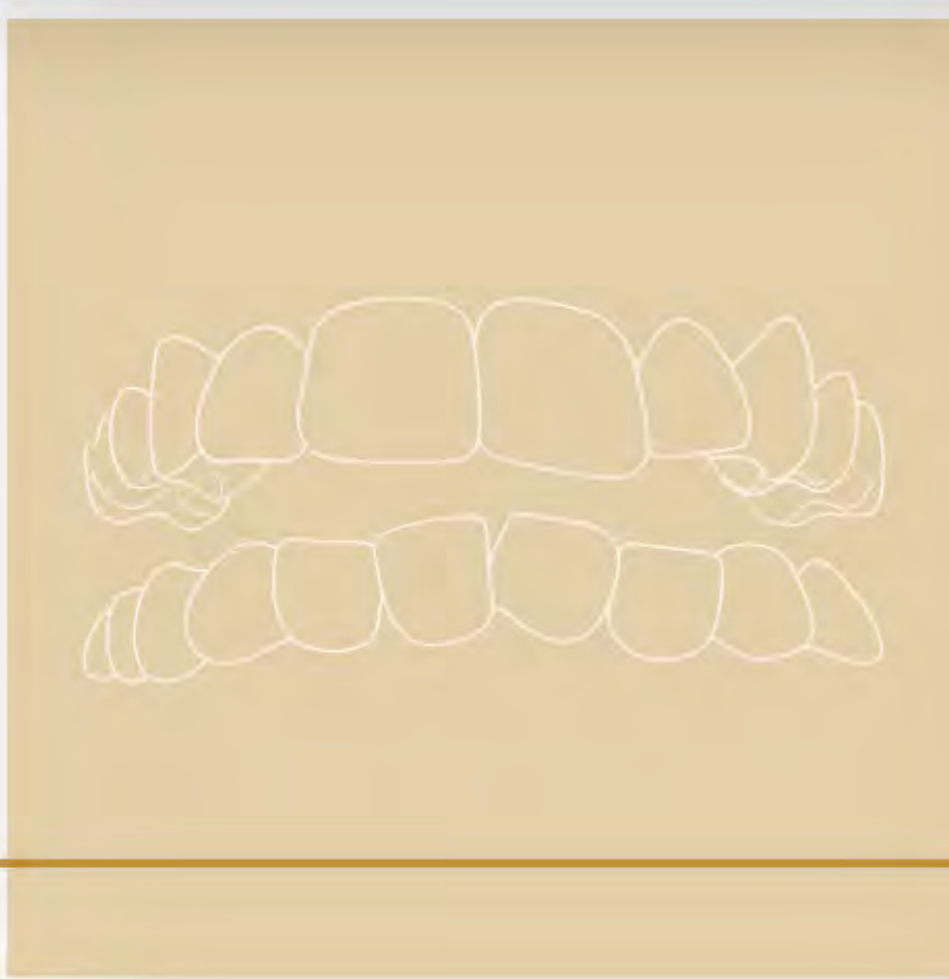
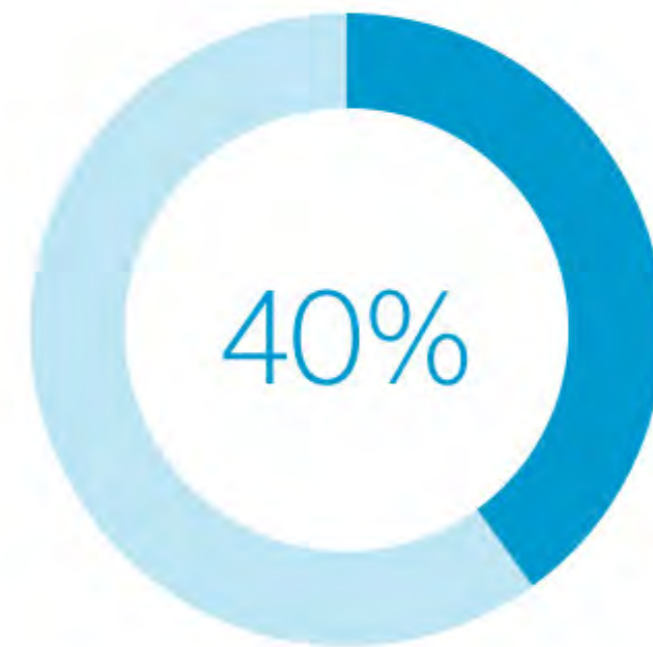
## Deep Bite

Since 2011<sup>1</sup>, over **688,000** patients with moderate/severe deep bite have been treated with Invisalign clear aligners.



## Class II

Over **134,000**<sup>1</sup> Class II patients have been treated with Invisalign clear aligners.



## Crowding

Since 2011<sup>1</sup>, more than **2 million** Class I patients have been treated with Invisalign clear aligners.





## An ideal patient journey with the Invisalign system and iTero<sup>®</sup> Element Scanner

Incorporate digital technology to elevate your practice with the iTero Element intraoral scanner, which represents our continued investment in clinical precision and patient satisfaction.



[More information](#)





## Moving Image

Bringing to life Andy Murray's new logo.

### Links

**Moving Image:** [vimeo.com/116947506](https://vimeo.com/116947506)

# AESOP...

## Brand Storytelling Survey

Every year Aesop Agency conducts a survey to identify the UK's top storytelling brands. Usually, the results are released as a simple PDF download via Aesop's blog, however in 2016 I was tasked with designing and building a website to illustrate the various findings of the survey.

### Links

**Archived Website:** [farrow.io/brand-storytelling-survey](https://farrow.io/brand-storytelling-survey)





*To better define an increasingly broad concept...*

WE ASKED OVER **2000** CONSUMERS

TO IDENTIFY **180** BRANDS

*...against 9 key storytelling criteria, including whether the brands had a 'clear sense of purpose and vision' and whether they 'produce content you want to share or talk about.'*

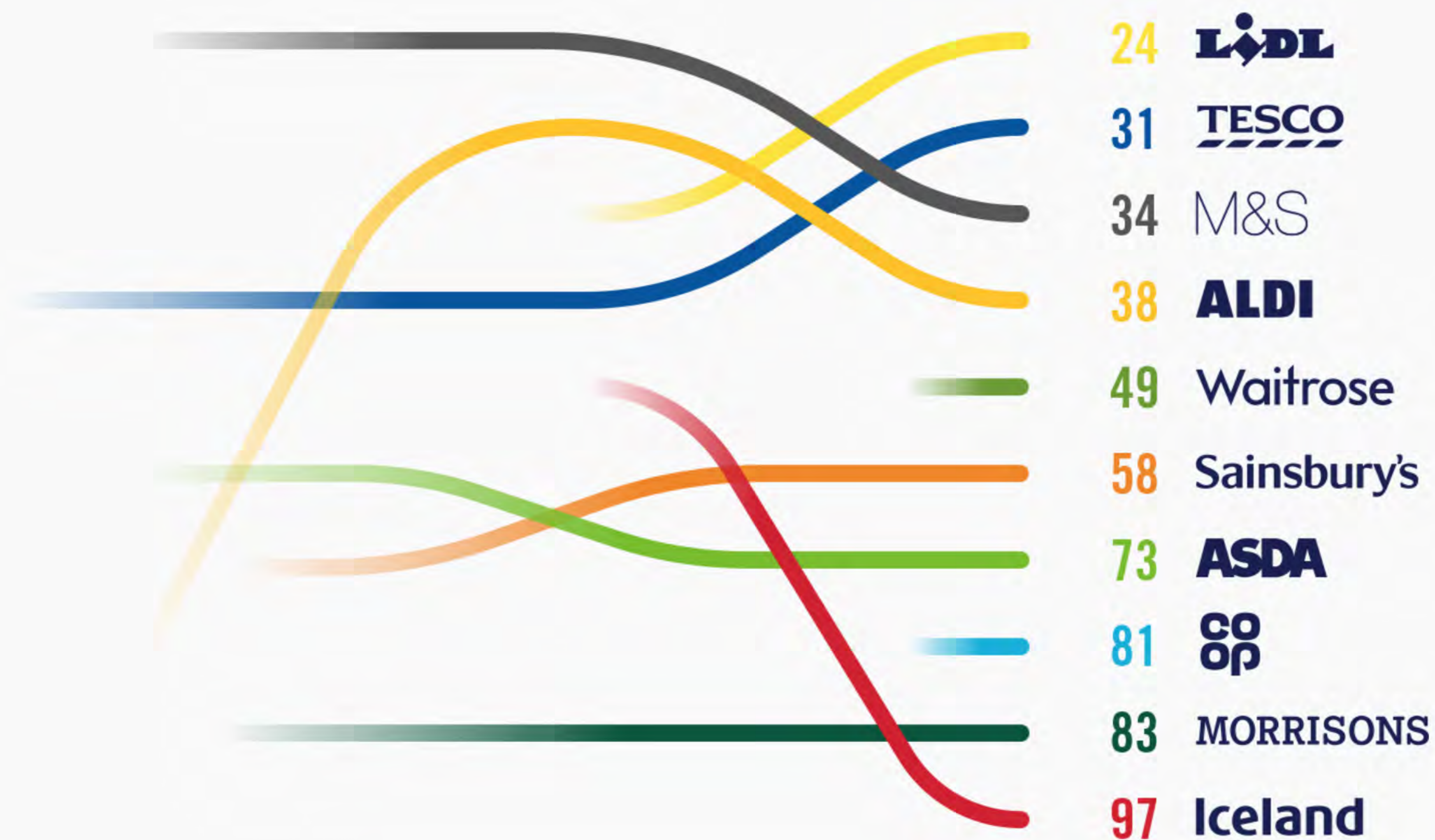
## THE RESULTS

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*Apple retains the top spot for the fourth year in a row, closely followed by Amazon moving up to 11 places to 2nd. The National Trust replaces Macmillan as the highest ranked charity. Instagram is a new entry at 14.*

## SUPERMARKET WARS

The supermarket wars are a British obsession, and in the last few years the competition has really heated up. This year's survey reflects the new landscape, with Lidl replacing M&S as the number one grocer.



**“The discounters continue to develop and deliver on their goal to understand narratives about surprising**



# Google



## ARCHETYPES

For the first time, this year's survey asked consumers to map brands against popular characters each, relating to the 12 archetypes originated by the psychiatrist Carl Jung.



**Download full results**

1.9MB

# AESOP...

## Unseen Christmas

For the 2016 Christmas Campaign, Aesop Agency worked with a number of the UK's top illustrators to devise a unique campaign that uses paper chain strips to illustrate stories of four individuals - all victims of modern slavery in the UK.

The site allowed anyone to purchase a set of paper chains featuring the illustrations, using a pay-what-you-want mechanic. This involved integration with Stripe for the payment system.

### Links

**Website:** [unseenchristmas.com](http://unseenchristmas.com)





# UNSEEN CHRISTMAS



Paper Chains

[BUY KIT](#)

[DOWNLOAD PDF](#)

For an estimated 13,000 people in the UK, Christmas Day is just another day trapped in the chains of modern slavery, far from home and their loved ones.

Unseen is a charity dedicated to breaking those chains, helping to empower some of society's most vulnerable people to become independent individuals.

This Christmas, to raise awareness and money we have created four paper chain decorations, each illustration inspired by a personal story of someone affected by slavery.

Please donate and decorate generously, and have a very happy Christmas.





## EVERY PURCHASE COUNTS

All proceeds from the sale of these paper chains will go towards providing a better Christmas for those spending the season in an Unseen safe house. We'd love it if you could share a picture of your paper chains on social media using #UnseenChristmas. You can also download the paper chain artwork to print at home below.

**Please note any purchases made after the 20th December 2016 may not be delivered by Christmas**

£7.95

**BUY**





£

**DOWNLOAD**

pay what you want

We recognise there are many charities looking for money at Christmas time so you can download and print out your own paper chain artwork here. All we ask is that you share a picture on social media using #UnseenChristmas and if you can, make a donation of your choice.

**OR JUST DONATE**

directly to Unseen

If you'd like to donate directly to Unseen, please do so using the link above.

# MERIDIAN

MOBILITY TECHNOLOGY

## Holding Website

Temporary website for Meridian, a collective which brings together government, academia, innovators and developers of intelligent mobility solutions in a collaborative partnership.

### Links

**Archived Website:** [farrow.io/meridian](https://farrow.io/meridian)

