

statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact

statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact

I am a UK based designer, currently residing in Loddon, South Norfolk.

After graduating in 2009, I traded life in the UK for an adventure in Canada. That journey sparked opportunity and inspiration that launched my Graphic Design career back home in the UK.

This path took me from Junior to a Leader in just 10 years. I'm known for being reliable, efficient, and quick to solve problems across every form of design and creative expression.



statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact

2009

Left college, started a temporary Graphic Design job at Printing.com.

2010

Saved to travel while freelancing.

2012

Worked in Vancouver, Canada.

2015

Started working for BizClik Media as an Advert Designer, got promoted in the first year to Magazine Designer.

2019

Started a new role at B2e Media as Creative Lead

2025

The year of my next opportunity.

statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact

## education

6+ GCSEs grade C and above  
including English and Maths.

BTEC Graphic Design –  
Double Distinction with Merit

## skills

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe After Effects  
Figma  
Wordpress  
Microsoft Office

## work history

Graphic Designer  
Printing.com  
2009 – 2010

Waiter  
Potters Leisure Resort  
2010 – 2012

Communications Designer  
Web & email  
2012 – 2013

Hotel Night Audit/Security  
Marriott Hotels  
2013 – 2015

Advert Designer  
Magazine Designer  
BizClik Media  
2015 – 2019

Creative Lead  
B2e Media  
2019 – Present

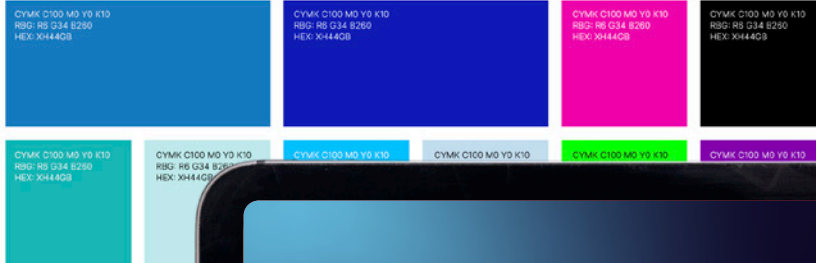
INTERFACE

INTERFACE

INTERFACE

INTERFACE

Our technology color palette combines deep blues, solid blacks, and vibrant neon accents to create a striking balance between reliability and innovation. The blues and blacks establish a strong foundation of professionalism, security, and trust, while the neon tones inject energy, creativity, and a forward-thinking edge. This palette should be used to highlight moments of innovation and emphasis—ensuring neon colors serve as accents that draw attention without overwhelming the design. Together, these tones communicate a brand identity that is both grounded and dynamic, reflecting our role at the intersection of stability and cutting-edge technology.



# Imagery

Our brand imagery blends cool blue tones with people-centered and technology-driven visuals to convey trust, innovation, and human connection. Blue tones reinforce feelings of stability, professionalism, and clarity, while also creating a consistent visual thread across all brand assets. Photography should highlight people interacting naturally with technology.



- 01/ Mission
- 02/ Logo
- 03/ Logo App
- 04/ Type
- 05/ Colour
- 06/ Photography
- 07/ Advertising
- 08/ Media

# INTERFACE

Brandbook 2025

## Inter

Primary typography

AaBbCcDdEeFfGgHhIiJjKk  
 LIMmNnOoPpQqRrSsTtUu  
 VvWwXxYyZz  
 1234567890\_+=  
 !@#\$%^&\*(),.<>?

AaBbCcDdEeFfGgHhIiJjKk  
 LIMmNnOoPpQqRrSsTtUu  
 VvWwXxYyZz

## Aria

Secondary typography

AaBbCcDdEeFfGgHhIiJjKk  
 LIMmNnOoPpQqRrSsTtUu  
 VvWwXxYyZz  
 1234567890\_+=  
 !@#\$%^&\*(),.<>?

AaBbCcDdEeFfGgHhIiJjKk  
 LIMmNnOoPpQqRrSsTtUu  
 VvWwXxYyZz

Interface Magazine empowers leaders and innovators with insights into digital disruption and technology transformation, guiding them to navigate change, embrace innovation, and shape the future

At Interface Magazine, our mission is to be the definitive guide to digital



statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

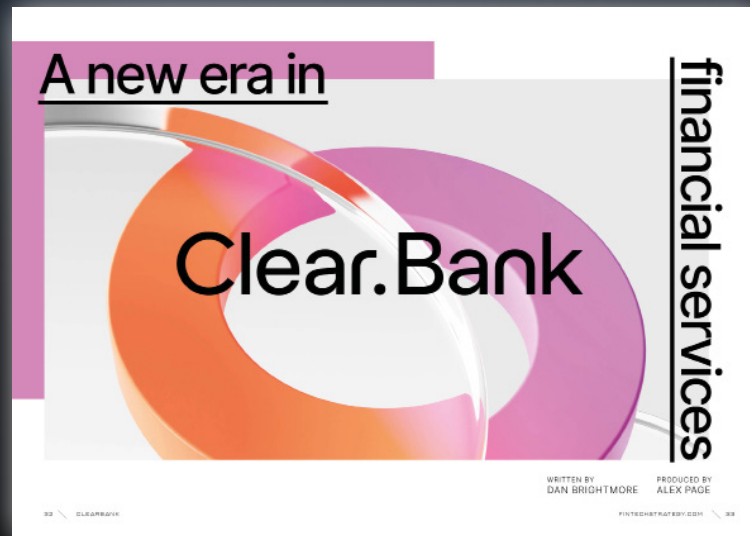
ai tools

personal

contact



Various sponsored editorial openers





Revolut

All-In-One Digital Money Management

**Matt Baxby, CEO – Australia & NZ on the customer-focused growth agenda for the leading global financial technology company**

“Traditional banks are great at putting their head in the clouds around strategy and what the vision for the future looks like. Where they really fail is translating that to what needs to happen in the next quarter to begin to realise that vision... And that's where Revolut's strengths lie, with a real orientation to action.”

Revolut's CEO – Australia & NZ, Matt Baxby, is reflecting on how the culture at the leading global financial technology company is based on doing things differently with a hunger for what's next and how that can help its customers manage their financial lives. Often, the motivation for people joining us at Revolut is that we can offer the opportunity to have a personal impact and make a difference. People here want to see that the action they're taking each day leads up to something in the market. And in my experience, that's much less likely if

you're sitting as one cog in a very big wheel in a traditional bank where you can't really see the impact you're making and decision making is driven by office politics or who has the biggest budget. By contrast, I think there's a pretty analytical approach to the way we work. It's a real meritocracy where the best ideas inform our decisions on what we do next to deliver improved offerings for our customers.”

Matt spent 10 years over-enthusiastically working directly for Virgin Group in the private office for several years. He then left Virgin and a combination of a year focus on the consumer side and some detouring the customer perspective. A year later, he joined Entrepreneurship, SA, thinking about the bets you need to make to build a successful, long-term business and how you approach risk. In many ways I learned the real basics of banking and the financial engineering that goes into that. The fact that you put in this privileged position of taking people's money and not to lose it and that for general. That drove home the importance of doing the right thing for customers and treating them fairly and ensuring good people are well-treated to be able to deliver services with our values.”

From joining Revolut, Matt at first was in the office in London, but he moved to Sydney, helped the growth of the business and became a team in the APAC region. He's been able to get a lot of things done in a short period of time. A lot of those things he's done have been pretty high-impact. He's been able to build a team of people who are really good at what they do.



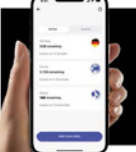
**Matt Baxby, CEO – Australia & NZ, Revolut**

Matt Baxby joined Revolut in Australia to help set up the role of CEO in 2020 at a very good time for the business to bring its first major expansion into a new market. He had an exciting time and a great team to help him in the first few months around the world. He's been able to get a lot of things done in a short period of time. A lot of those things he's done have been pretty high-impact. He's been able to build a team of people who are really good at what they do.

Matt believes it's important to have a deep belief in the mission you're on. How it might impact the local market, make consumer's lives better and give meaning. The challenge and difficulty is that when the opportunity to build a team from scratch has been given to you, you need to get the right people and know when to let go. Revolut, one of the big transformations was adapting to a new way of working. People had to learn to work in a more agile way. Some of the things that have been the most successful, being able to move fast and being able to work in a more agile way. It's about being able to move fast and being able to work in a more agile way. It's about being able to move fast and being able to work in a more agile way.

**Financial Services for Everyone**

Matt believes what sets Revolut apart is that it offers a solution to managing your entire financial life in one place. In some ways, I think we're really challenging what people would expect from their banks, so we've got to build a solution to do that as a newer player in the market, he explains. “Think about your smartphone. The number of apps you've got or there almost serve as a point-to-point solution. And it's generally pretty narrow. Revolut has taken this mindset of one app, all things money, and that's driven the real diversity of offerings that we have. It's not just conventional financial services - it's everything about serving a more self-directed consumer. From a wealth point of view, it's giving them access to alternative asset classes with things like crypto and commodities. There's also a generational element to it, making kids accounts available and helping improve financial literacy from an early age.”



- Holiday rentals
- Hotels
- Guesthouses

**A unique customer experience**

“At the core, Revolut has always been about delivering great value and a really good experience,” says Matt. The heritage has been in foreign exchange with great rates and low fees - we avoided the hidden fees in the way banks charge. Foreign exchange, the concept of a large bid offer spread and taking a big margin without it really being obvious to people that margin is being taken. Revolut has always attacked that as we've gone into markets, and that was true of the Australian market. Australia had some of the widest foreign exchange spreads of any Western economy. That was part of the motivation for us in coming into the market and making credit available to people has been another area of growth for Revolut.”

During the Covid pandemic, consumers became much more self-directed about their wealth as interest in directly investing



Revolut

All-In-One Digital Money Management

WRITTEN BY DAN BRIGHTMORE PRODUCED BY ALEX PAGE

statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact

MITCHELL PARK

**Baringa**  
Bringing SSEN Transmission's Digital & Data Strategy to Life



"Baringa is a trusted strategic partner in our digital transformation. Their deep understanding of the energy sector, combined with their expertise in complex change and future-focused strategy, has been critical to shaping our transformation at scale and with confidence."  
- James, CIO, Electricity Network Operator

For the past four years, Baringa has been a trusted partner to SSEN Transmission, crafting a clear vision for their digital and data journey and delivering key elements of their transformation.

As SSEN Transmission's strategic advisory partner, Baringa helped bridge gaps in skills and resources with our unique combination of deep industry expertise and complementary digital, data and cyber security domain knowledge. Our approach helped ensure focus on customer outcomes throughout.

**CIO Advisory Services**  
Our CIO Advisory services like those provided to SSEN Transmission deliver expert, industry-specific guidance, and strategic advice to:

- Set a clear strategy and roadmap.
- Reduce costs and improve efficiency.
- Mitigate risks and enhance resilience.
- Strengthen your strategic partnership with customers.
- Boost IT performance.
- Adopt to new technologies and ways of working.
- Enhance decision-making.

Learn more about SSEN Transmission's experience with Baringa by scanning the QR code to visit our client story on [baringa.com](http://baringa.com)

**EV**

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**EASY PEASY, LEMON SQUEEZY**

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### Magazine advertising

We are at the forefront of a new era of American Innovation, bringing the best of AI and security to mission-critical applications.

Google Public Sector's State, Local, and Higher Education Market offers cutting-edge cloud solutions to help government agencies and educational institutions improve efficiency, enhance collaboration, and drive innovation. Our solutions address a wide range of challenges, from managing complex data to delivering personalized learning experiences. Google's commitment to security and compliance ensures that sensitive information is protected while empowering organizations to achieve their goals.



Find out more [publicsector.google/ai/](http://publicsector.google/ai/)



**SUPPLY CHAIN TRANSFORMATION**

Matching capacity to cloud business expansion

Microsoft's cloud business is experiencing sustained growth, a challenge compounded by both a remarkable 20% growth rate and budget data center capacity. To succeed, Microsoft can be attributed to their extensive network of over 200 data centers, with plans to add 10 to 100 more centers annually. These data centers house sensitive financial data and critical global supply chain data, making Microsoft's supply chain a crucial component of their growth strategy.

To address their complex growth and drive both sales, Microsoft and Accenture developed a comprehensive roadmap for Microsoft Supply Chain and Procurement (SCOP) enablement. This roadmap aimed to accelerate cloud enablement, increase agility, and align with Microsoft's sustainability commitments. The initial work focused on the enablement of their transactional systems (Warranty, Transformation, Planning, Transportation, Procure to Plan, Model, Blockchain, and Core Tax). Through a close partnership, we were able to help Microsoft supply chain and procurement teams realize a 10% to 15% supply chain efficiency.

In 2020, the team further optimized their supply chain by migrating these solutions to a unified platform. This resulted in increased agility, efficiency, and delivered significant cost savings, setting the stage for future SCOP enablement to take. Acceleration and how we are able to continue this journey, our partnership with Microsoft. Together, they aim to leverage the cloud to help Microsoft supply chain and procurement teams realize a 10% to 15% supply chain efficiency.




**accenture**

**wipro | nationalgrid**

**Ambitions Realized.**

Wipro has been our biggest partner in executing use cases through the Innovation Lab, enabling us to be agile and deliver multiple projects with direct, tangible business benefits. Their support has been vital in ensuring a clear, efficient process and rapid execution, making them key to our success.

**Andrew Burns**  
Global Head of Data Strategy, National Grid

**Dimple Purohit**  
Senior Head, Energy, Manufacturing & Resources, Wipro

**National Grid and Wipro Collaboration built on Innovation**

Partner for over 20 years, Wipro and National Grid have been laying the foundation for progress by taking the data to the cloud, creating value and leveraging their common work to deliver advanced, data-driven innovations across the National Grid enterprise.

**Meeting the transformation challenge**  
As a utility, National Grid seeks to provide safe, efficient, and reliable electric and natural gas service to its customers. As such, the company's future is based on modernizing electricity and the integration of business and technology processes across the entire business to cope and electricity demand increases across the market. These challenges include business, providing the necessary technology and other expertise necessary for organizations like National Grid to transform and become leaders in sustainability within their respective industries.

**Delivering tangible solutions**  
Traditional utility organizations can pose challenges in terms of legacy systems and rigid environments. With Cloud and AI technologies emerging as game-changers, Wipro delivers a proven ecosystem: accelerating analytics, IoT, Generation AI, and Augmented Reality, tailored to meet the needs of customers, assets, and grid management. This enables the secure, variable, and faster-to-market solutions that allow National Grid to quickly realize the benefits.



Wipro's Utility Enterprise solutions have delivered key components of the digital transformation journey at National Grid. The alliance for constant data presence across the globe, creating a common, data-driven environment.

**Wipro's partnership with National Grid continues to be built on a foundation of continuous innovation with its commitment to results:**

- Supporting National Grid's clean energy transition
- Overcoming sophisticated data and AI solutions for enhanced customer service
- Maintaining agility to address emerging challenges

Wipro is leading technology services and consulting partners focused on building innovative solutions that address overall most complex digital transformation needs. Leveraging a holistic portfolio of capabilities in consulting, strategy, and implementation, Wipro helps clients realize their business ambitions and build future-ready, sustainable businesses.

For additional information visit us at [www.wipro.com](http://www.wipro.com)

PORTFOLIO 2025

# INTERFACE

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**Exclusive**  
THE METAVERSE:  
CAN VIRTUAL  
REALITY BE  
OUR REALITY?

23  
TECH  
PREDICTIONS  
FOR 2023

PLUS EXCLUSIVE  
INSIGHTS FROM  
BP & FAIRFAX  
COUNTY

**GUIDEPOINT**  
SECURITY

## DIGITAL TRANSFORMATION IN SECURITY

# INTERFACE

ISSUE 01

**Asian Hospital & Medical Center**  
Leading the technology  
revolution in healthcare

**National Grid**  
**A Data Story  
driven by  
Innovation**

Global Head of Data Strategy **Andrew Burns** on the  
innovations programme bringing everyone at the  
organisation on its transformation journey

Tecnotree | Confluent | Clarity | Content Guru

# INTERFACE

ISSUE 04

**Scottish & Southern  
Electricity Networks**  
TRANSMISSION

## DIGITALLY ENABLING THE GRID OF THE FUTURE

**James McLean**, Chief  
Information Officer, on  
building a data-powered,  
AI-ready energy business  
to meet the UK's clean  
power, energy security and  
net-zero goals

**Merit Systems  
Protection Board**  
Championing Public  
Sector Change

**Applan**  
Redefining Enterprise  
Transformation With AI

+ Carnival Corporation | Alibaba | Hackuity | IDCA

# FINTECH

ISSUE 01

**Publicis  
Sapient**  
What's next for  
Embedded Finance?

**ClearBank**  
A new era in  
financial services

**NatWest**  
Banking open for all

**Revolut**  
**ALL-IN-ONE  
DIGITAL MONEY  
MANAGEMENT**

Revolut's Australia & NZ CEO, **Matt Barby**,  
on the customer-focused growth agenda for the  
leading global financial technology company

+ ERBD | Innovation Group | BTG | OSB Group

# INTERFACE

ISSUE 45 • INTERFACE.MEDIA

**servicenow**  
**DELIVERING  
TECH  
DISRUPTION**

Global AVF **Gregg Aldana** on the  
importance of managing culture  
change in a shifting IT landscape

**Commonwealth  
Bank**  
A NEW DAWN OF  
DIGITAL ADOPTION FOR  
BUSINESS BANKING

plus exclusive insights from  
CNA | Parvee | Xero | Miro | Trello

# INTERFACE

ISSUE 42 • INTERFACE.MEDIA

**TRADE  
UNIVERSITY**

**REALISING THE  
ART OF THE  
POSSIBLE  
WITH TECH**

**IMJ Irwin Mitchell**  
PEOPLE-CENTRIC  
TRANSFORMATION

**OPM** Office of the  
Chief Information Officer  
**CULTURE  
MODERNISATION**

Deputy CIO **Melvin Brown II** on  
"the sprint to the cloud"

PLUS EXCLUSIVE INSIGHTS FROM STATE OF VERMONT, LENOVO AND NEWCLD

# INTERFACE

ISSUE 45 • WWW.THEINTERFACE.NET

**TUI**  
Making  
travel plans  
mobile

**TARA**  
Fuelling  
future growth  
with tech

**national  
australia  
bank**

## REINVENTING SMALL BUSINESS BANKING

**Ana Vukobkovic**, Executive GM, Small Business, on the  
customer-centric digital strategy supporting SMEs

PLUS MORE FROM **EVORA** | **LOGICALIS** | **LINK GROUP**

# INTERFACE

ISSUE 63

**State of Missouri**  
Security as a Foundation  
for Innovation

**Pima Community  
College**  
Digital Transformation on  
a Public Sector Budget

**MOMO**  
FROM MFM

## EMPOWERING AFRICA THROUGH FINTECH

**Hermann Tischendorf**, Chief Information & Technology  
Officer, on the bold roadmap driving financial inclusion  
across the African continent

+ Visions Summit | Creatio | RAKBANK | Red Helix

statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

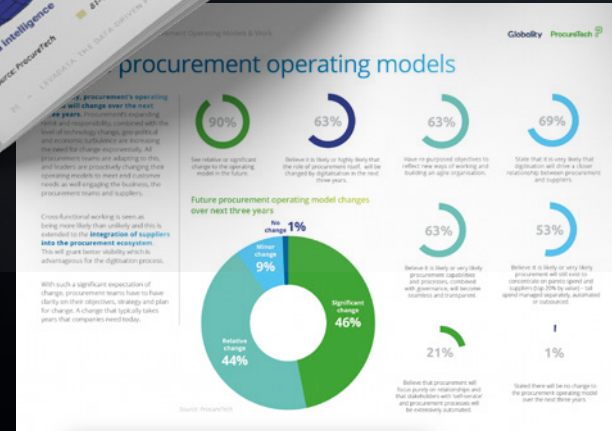
social media

web & email

ai tools

personal

contact



statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact

Walkies on  
sunshine

BLACK PANTHER  
TATTOO STUDIO

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Ad

INTERFACE

  
POWER  
THERAPIES

statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact



**GUAMA**  

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**COFFEE CO**







## OUR MISSION

*To connect every cup of coffee with roasters & producers*

At Guama, we believe that every cup of coffee tells a story. Our mission is to bridge the gap between coffee lovers, roasters, and the producers who dedicate their lives to cultivating exceptional beans. By fostering transparency, sustainability, and meaningful relationships across the supply chain, we ensure that each sip not only delivers quality and flavor but also honors the people and places behind it.



Shop sign & T-shirt



Merchandise

Partnerships  
567  
guamacoffee.com  
coffee.com



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www.guamacoffee.com

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Head of Sales & Partnerships  
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john.smith@guamacoffee.com  
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john.smith@guamacoffee.com  
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john.smith@guamacoffee.com  
www.guamacoffee.com

# COLOUR

Our color palette is designed to reflect the essence of our brand—tropical, sustainable, and joyful. The bright, vibrant tones capture the warmth and energy of the tropics, while evoking feelings of freshness and vitality. Each color choice is intentional, symbolising our commitment to sustainability and the natural world, while also creating an uplifting and positive experience. Together, these colors embody a sense of happiness and connection, resonating with both the origins of our coffee and the vibrant communities that bring it to life.

28%

75%

C0 M90 Y85 K0  
RGB: R230 G51 B42  
HEX: e6332a

CYMK C61 M0 Y38 K10  
RGB: R101 G191 B176  
HEX: 64beaf

20%

50%

C0 M36 Y100 K0  
RGB: R251 G186 B0  
HEX: fbb900

RGB: R59 G22 B16  
HEX: 3b170f

CYMK C0 M0 Y0 K100  
RGB: R0 G0 B0  
HEX: 000000

# BUNGEE REGULAR

Secondary typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\_+=!@#\$%^&\*(),.<>?

*Shelby Regular*

Tertiary typography

*AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890\_+=  
!@#\$%^&\*(),.<>?*

Area Normal

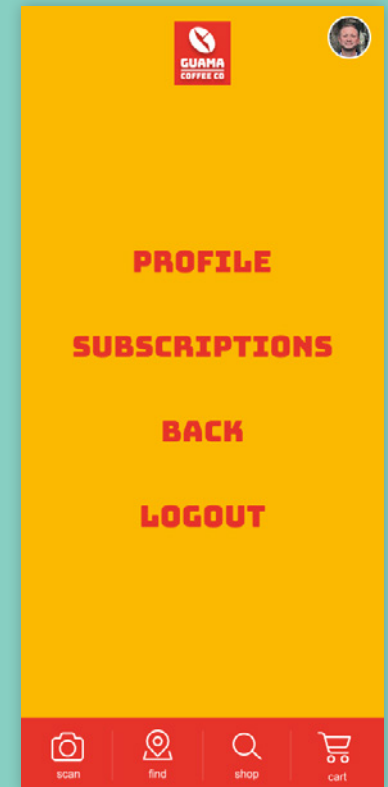
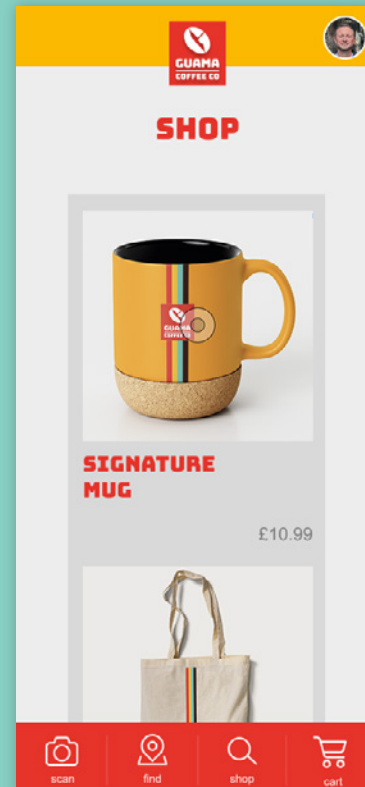
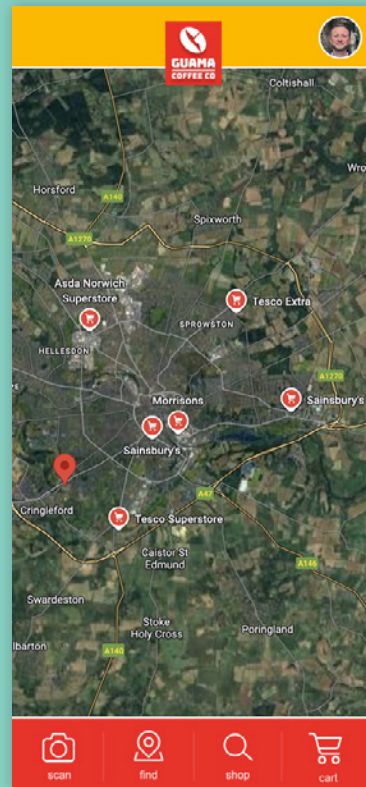
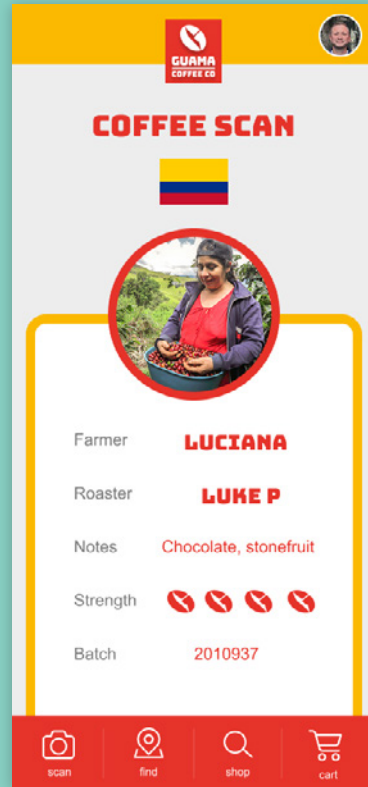
Primary typography (web, body)

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890\_+=  
!@#\$%^&\*(),.<>?



# THE APP

The Guama app is a seamless platform designed to bring coffee lovers closer to the source of their brew. With the app, users can easily purchase their favorite coffees, manage subscriptions for regular deliveries, and locate local stockists. By simply scanning the QR code on any Guama coffee packet, customers unlock a direct connection to the roasters and farmers who produced it, gaining insight into the origins, craftsmanship, and stories behind each cup. Guama combines convenience with transparency, making every coffee experience more personal,





statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

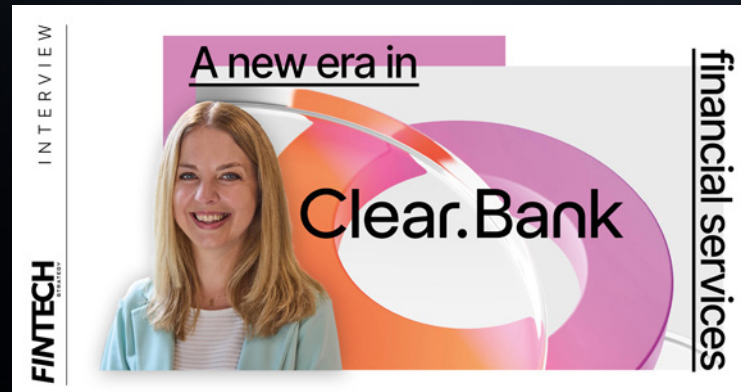
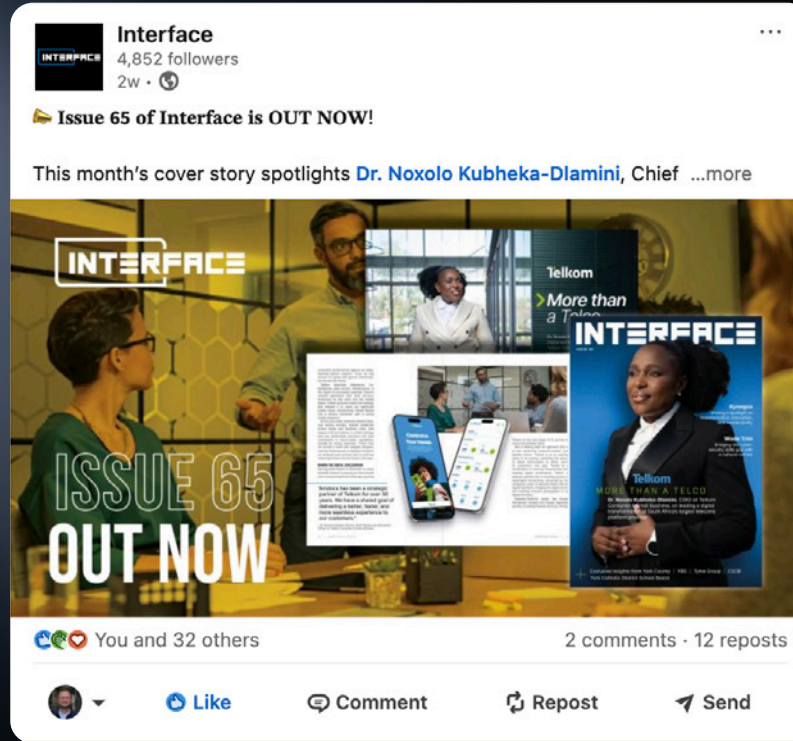
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web & email

ai tools

personal

contact



statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact

MITCHELL PARK



Logo tweak and website lift



statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact

## 1/ GPT Prompt

Can you generate a vertical orientation illustration of a Lancia Delta Integrale in the famous martini racing colours in a retro style, this will be for a t-shirt print

## 2/ Generation



## 3/ Recraft

AI tool to vectorise



## 4/ Illustrator edit

To clean the image and add type





## 5/ Mockup > GPT Prompt

can you edit this photo without changing any of its contents to look like it was taken in 1987 at a rally championship?

statement

timeline

CV

work

interface

whitepapers

logos

guama coffee

social media

web & email

ai tools

personal

contact



If you resist  
change,

you resist life.

01

statement

timeline

CV

work

advertising

editorial

logos

brand identity

packaging

digital

whitepapers

web & email

personal

contact

Thanks for viewing!

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mitchellcpark@gmail.com

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Norfolk  
NR14 6ES