

Warren Frost

Graphic Designer/Creative Artworker

I'm a hands-on graphic designer and creative artworker with a passion for bringing ideas to life, from concept to print and beyond. With experience across global brands, I combine strong technical skills with a practical, collaborative approach to design. Whether it's creating standout campaigns, developing toolkits, or managing complex artwork rollouts, I take pride in making creativity work beautifully in the real world.

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THE BRIEF

Client: Harbin Brewery

Create impactful out-of-home advertising to celebrate the Chinese New Year and introduce Harbin Beer to the UK market.

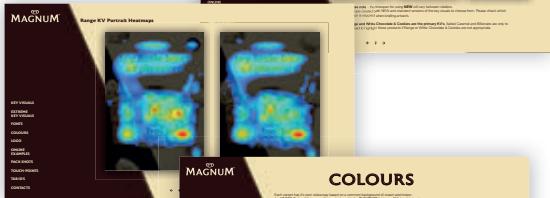
Solution:

Artworked and adapted beautifully illustrated Chinese zodiac animals into a striking visual campaign. Designed and produced large-format billboards, 4–48 sheet posters, and escalator panels for a Leicester Square Tube Station takeover, bringing a vibrant cultural story to life across every format.



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THE BRIEF

Client: Various Brands

Develop visual identity toolkits and guidelines for new product launches and brand refreshes across multiple global brands.

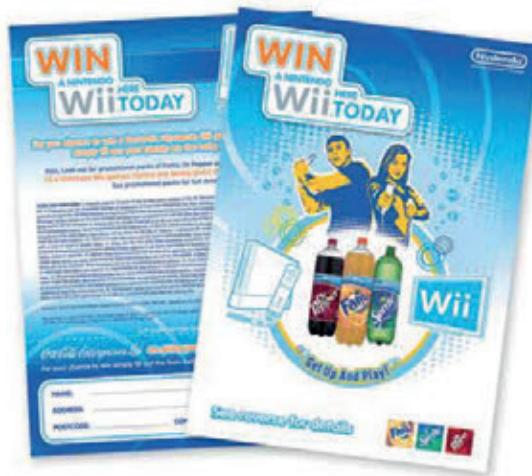
Solution:

Adapted agency-provided key visuals into flexible, modular asset libraries for use across digital and print channels. Deconstructed and rebuilt visual elements to ensure consistency across printing methods, creating comprehensive style guides including typography, colour palettes, logo variations, and online examples. Each toolkit was designed to make brand application clear, practical, and visually cohesive.



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THE BRIEF

Client: Nintendo

Promote the launch of the Wii console through an in-store experiential campaign with Coca-Cola.

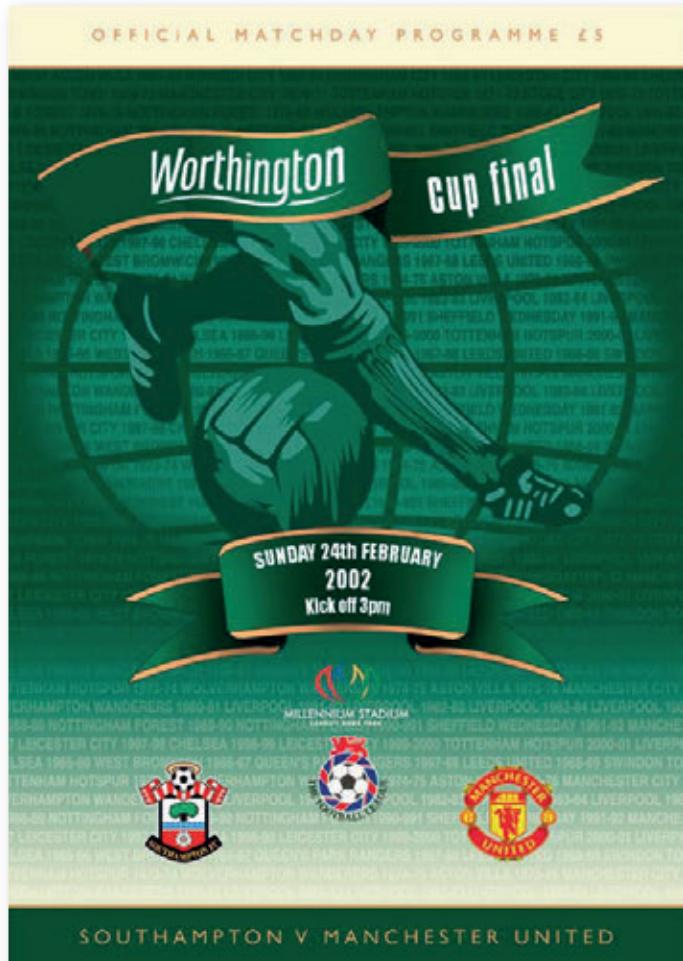
Solution:

Using the established campaign style, I created pop-up standees, posters, leaflets, and competition entry boxes for a retailer roadshow. The designs highlighted the excitement and interactivity of the new console, engaging families and gamers alike in a high-energy retail experience.



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THE BRIEF

Client: Worthington/English Football Association

Worthington and the FA required a cohesive suite of promotional materials for the Worthington Cup, including venue branding, VIP packages, and a 5-A-Side parallel competition. The objective was to promote the sponsor while ensuring a consistent and recognisable look and feel across all assets, from programmes and tickets to on-site signage and price lists.

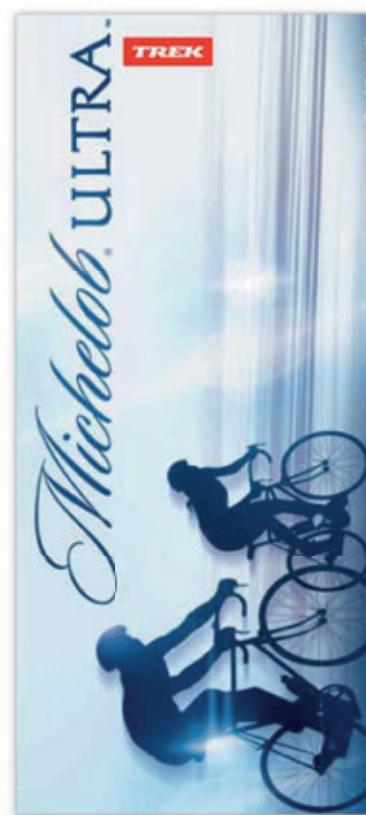
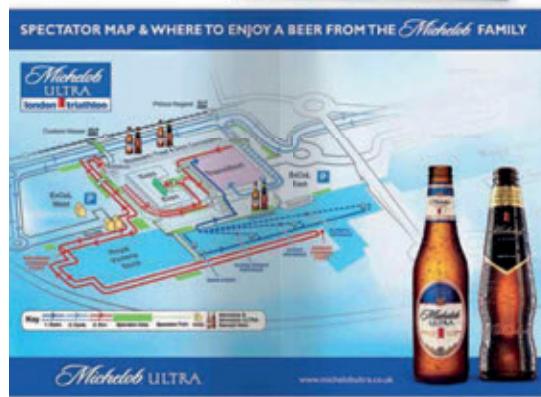
Solution:

Using Worthington's brand logo and colour palette as a foundation, I developed a visual identity that reflected the shared heritage of both the sponsor and the event. To capture the spirit of competition, I integrated the names of all participating football clubs into the background graphics. This heritage-inspired theme carried through every design element, creating a unified and memorable brand experience.



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THE BRIEF

Client: Michelob Ultra

Create complete event branding for their major sponsorship event the London Triathlon.

Solution:

I designed every touchpoint for their flagship sponsored event, the Michelob London Triathlon including stadium and route branding, and multi-tier VIP hospitality environments. The result was a seamless, high-impact brand presence that elevated the event atmosphere from entry to finish line.

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THE BRIEF

Client: Sainsbury's Active Kids Scheme

Produce all print materials for their Active Kids initiative, including the design of product catalogues, school packs and vouchers used nationwide.

Solution:

Using the Active Kids photo library and product range imagery, I designed a series of catalogues that showcased each item clearly with its corresponding codes and prices. The layouts were created to balance visual appeal with practicality, using engaging imagery while keeping print costs efficient. The result was a clean, consistent format that made it easy for readers to browse and identify products at a glance.

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THE BRIEF

Client: Restore

Produce a brochure to be sent to potential and existing clients which both inspires and informs while showcasing their full range of services.

Solution:

Working with Restore's in-house photo library and provided copy, I designed a brochure that feels both engaging and accessible. Clean infographics and dynamic layouts bring the content to life, striking a balance between readability and visual interest. The result is a piece that is as easy to scan as it is to read.

Benefits of Off-Site Records Storage with Restore

Retention and Compliance

UK and EU data protection legislation outlines that certain records must be kept and appropriately cared for and, when the time comes, disposed of correctly. Failure to comply with the standards for records retention and management could result in a data breach, which could land you with a £17 million fine (or 4% of annual turnover – whichever is higher) and damage the reputation of your organisation.

Type of document	Must be kept secure for...
Copy of customer correspondence	5 years post send/received date
Accident Books	5 years from date of last entry
Invoices	6 years after audit
Personnel Records (including director, committee)	7 years after employment ceases
Minutes of Committees or Board Meetings (Official Copy)	The life of the organisation

*Subject to statutory requirements periodically change. You should seek expert advice or contact Restore Records Management.

Do you have all bases covered?
Is the information from the following departments being cared for and stored correctly?

- Operations
- Finance
- Human Resources
- Procurement
- Sales
- Marketing

The Restore Group

Restore Records Management is part of the Restore plc group of companies, providing a full range of office support services.

Records Storing in confidence

We store and manage millions of archive boxes, document files, paper records and electronic records in secure, climate controlled facilities nationwide.

As a customer you can count on us for:

- 25 years experience
- 25 million boxes
- 258 locations
- 1.34 million square metres
- 250+ employees
- 100+ customers

Digital Making our customers' data work harder

We support organisations on their digital journey, whether this is the adoption of a new system or moving to the cloud. We have the experience and expertise to help you make the most of your data.

Technology Services for our customers' IT assets

We offer you the complete set of services for your technology assets from end-of-life to relocation. All Restore Technology Services are experts in creating effective technology moves and storage for the entire life of your asset. We offer an approach led by you.

Relocation Moving professionals

As the market leader in relocation services, we are specialists in creating effective technology moves and storage for the entire life of your asset. We offer an approach led by you.

Datashred Serious about shredding

We are one of the leading providers of shredding services in the UK, with secure shredding facilities across the country providing you with safe, secure and unrivalled value.

- On-site shredding
- Off-site shredding

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THE BRIEF

Client: Avios

Create a dynamic exhibition presence to promote their loyalty scheme, including a flexible stand design, staff branding, and branded giveaway items.

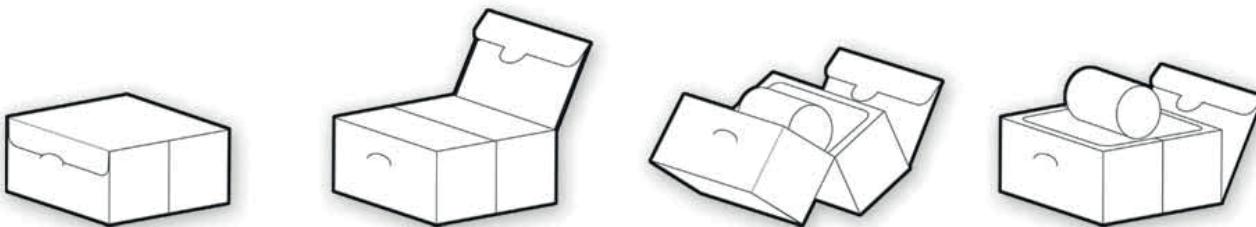
Solution:

Working closely with the event team, I analysed the range of trade shows and varying stand sizes to develop a flexible, modular design that could adapt to each venue. The stand showcased the refreshed Avios brand and its partners in a visually engaging way, ensuring maximum impact in every setting. To complete the experience, I designed custom staff polo shirts that reflected the brand's visual identity while staying practical for fabric production, along with a coordinated range of promotional merchandise for event giveaways.



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THE BRIEF

Client: Coca-Cola

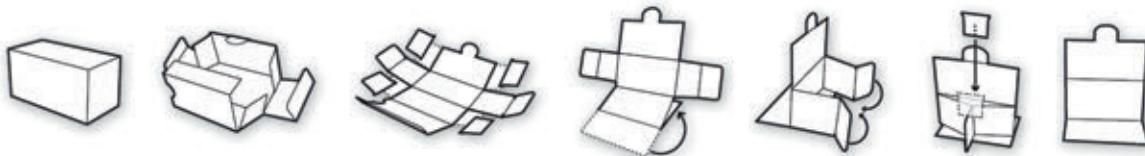
Create a standout teaser piece of direct marketing for airline executives to introduce the launch of Coke Zero.

Solution:

To ensure the piece literally stood out on recipients' desks, I reimagined a presentation box format, deconstructing and redesigning it to house a miniature Coke Zero can. Having previously worked on the new Coke Zero visual identity, I adapted those graphics for packaging to create a bold, premium first impression.

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THE BRIEF

Client: Havana Club Rum

Design an in-bar giveaway to celebrate Havana Club's Cuban heritage and encourage repeat engagement.

Solution:

Drawing inspiration from Cuba's rich colours and vintage car culture, I designed a matchbox-style pack that unfolded into a collectible diorama scene. Each variant featured a different 1950s car and setting, creating a series that could expand year after year. The design used smart double-sided printing to reduce cost, weight, and waste, while retaining visual impact. This piece formed part of a wider in-bar marketing campaign that I also designed and artworked.



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THE BRIEF

Client: Danone

Promote new "WIN" on-pack campaigns while maintaining brand integrity and complying with packaging regulations.

Solution:

Using existing artwork and cutter guides, I designed promotional flashes and messaging that integrated seamlessly with the pack design. Artworked multiple pack sizes and supported the rollout with in-store promotional materials and sampling stands, ensuring consistency across all touchpoints.



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THE BRIEF

Client: Various household name brands

Design attention-grabbing Free-Standing Display Units (FSDUs) for UK FMCG retailers, positioned in aisles or at the front of store to drive visibility and sales.

Solution:

Working hand-in-hand with account teams, brand managers, and retailers, I created hundreds of display units across multiple brands. Starting from printer's template files, I combined each brand's key visual with retailer style guides to produce designs that met both creative and commercial goals, with several designs going on to win POPAI Awards for their effectiveness and standout presence in-store.



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THE BRIEF

Client: Nestlé

Design and manage multilingual airport retail promotions for Nestlé's European-wide campaigns.

Solution:

Produced consistent artwork in multiple languages for airports across Europe, ensuring brand unity while adapting for local requirements. Personally carried out site surveys and managed installations to guarantee each activation met both aesthetic and logistical standards. Also supported the design of similar promotional activations in Asia.



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THE BRIEF

Client: Various in-aisle take-overs

Design attention-grabbing aisle takeovers for leading UK FMCG retailers.

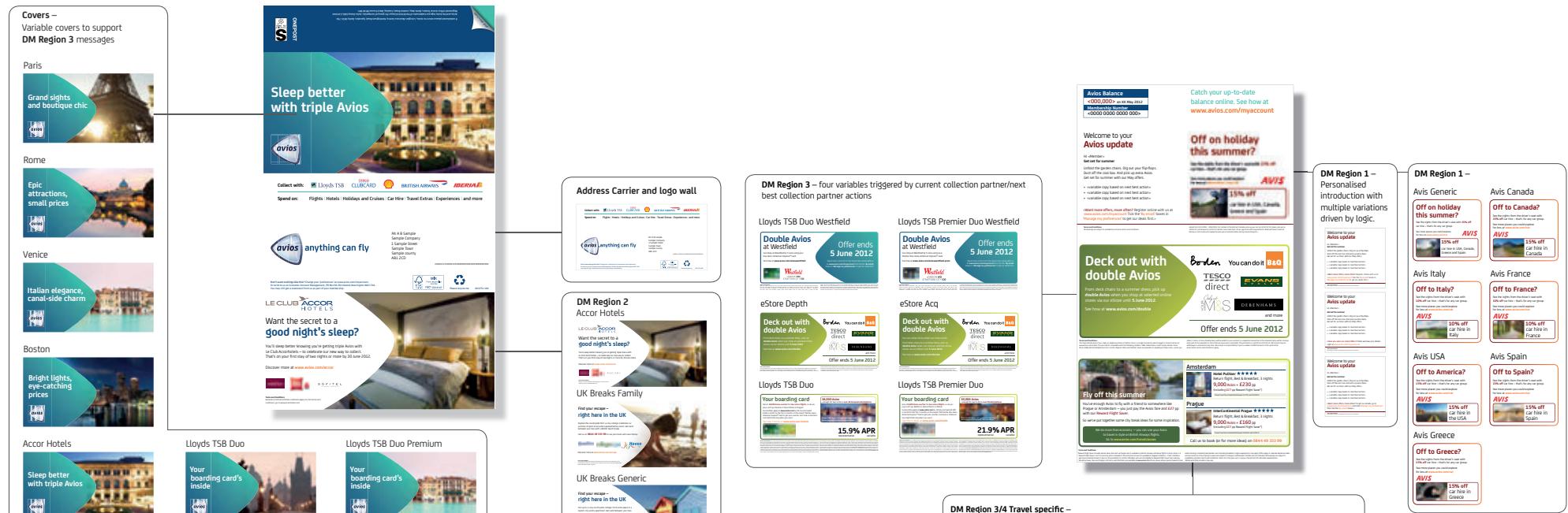
Solution:

Whether working to retailer templates or crafting bespoke cutters from scratch, I designed cohesive takeovers that stopped shoppers in their tracks. Each concept was built to attract from a distance, then educate and convert once at the fixture, blending creativity with commercial impact.



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THE BRIEF

Client: Avios

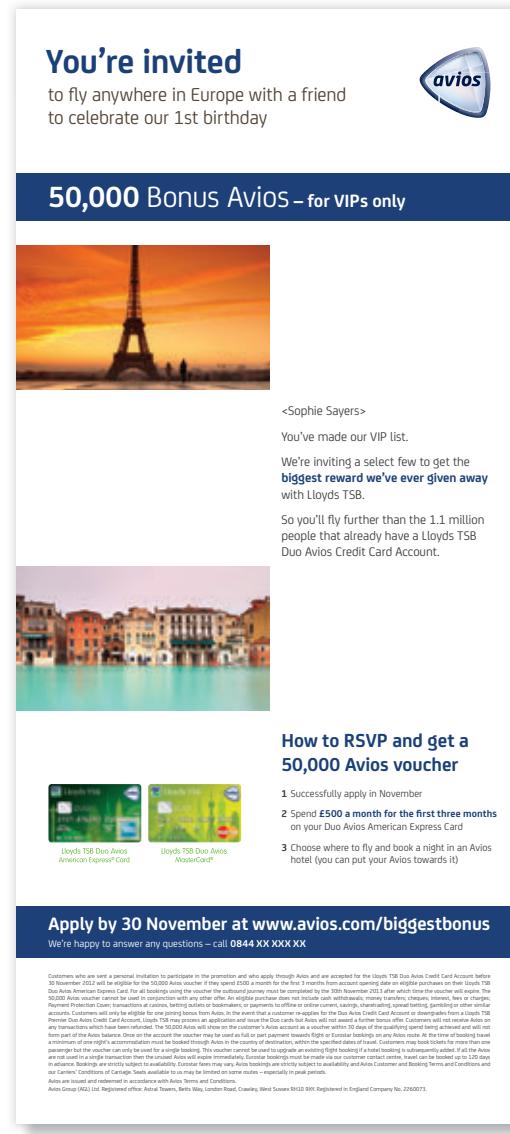
Develop a direct mail campaign offering personalised promotions based on members' purchase history, engagement, and loyalty tier.

Solution:

Collaborated closely with the project and data teams to define key offer variations and priority weighting. Designed a flexible mailer layout that told a clear, logical story for every member, with tailored copy that reflected their individual profile. Personally signed off all possible print combinations at the printers to ensure colour and quality consistency across all variants.

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THE BRIEF

Client: Avios

Support the launch of a new credit card partnership through a targeted direct mail campaign aimed at selected VIP members.

Solution:

I designed a premium direct mail piece that reflected the exclusivity of the offering and elevated the overall brand experience for VIP members. Using a combination of metallic graphics and selective spot satin finishes on a high-quality stock, the piece delivered a tactile, luxurious feel intended to stand out immediately on the doormat.

Personalisation was integrated throughout the design, incorporating tailored fields to create a more individual and engaging experience for each recipient. The result was a highly distinctive, premium communication that reinforced the value of the partnership and resonated with a high-value audience.

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Who's flying with Avios?

British Airways Executive Club and Avios

Your customers might have questions about Avios like:

- Q. Why did Avios replace BA Miles? International Airlines Group (IAG) is growing and we wanted a reward currency that could grow too. By using a shared currency across all IAG reward programmes, we can reduce costs and offer our members more ways to collect and spend Avios.
- Q. How many Avios do I need for a reward flight? It depends where you want to fly. We've split the world into nine zones, each with its own Avios fare. For example, you'll need 9,000 Avios for an economy flight to Zone 1, 15,000 Avios for Zone 2 and 20,000 for Zone 3.
- Q. Do I pay airline taxes, fees and surcharges when I book a reward flight with my Avios? Yes. However, we pay them for you if you're a frequent flyer. The cost of a reward flight is the Avios fare plus £27 pp. That's what we call our Reward Flight Saver, and you get it if you've collected at least 1 Avios in the past 12 months.
- Q. Can I collect Avios on a flight I've already taken? If you're a member of the British Airways Executive Club and Avios, when you fly, you can claim your Avios up to six months after taking an eligible British Airways flight. And Avios members can call us on 0000 0000 0000 within six months of their inbound flight.
- Q. How do I book a reward flight with my Avios? You can book online at www.ba.com/redeem. You'll need your membership number and password to log in to your online account.

Who's flying with Avios?

Good for passengers, good for business

Things you should know about Avios:

- It's the shared currency for all International Airlines Group (IAG) reward programmes – that's British Airways Executive Club, Iberia Plus and the Avios frequent buyer programme
- It was launched in November 2011 – that's when it replaced BA Miles as the reward currency for British Airways Executive Club
- The name 'Avios' was chosen because it evokes the spirit of flight and travel in many languages.
- It's always just 'Avios', never say 'Avios Points' or 'Avios Miles'.

Members can collect Avios on things like:

flights, hotels, credit cards, groceries, fuel, car hire, holidays, foreign currency and airport parking

And they can spend Avios on travel rewards like:

flights and upgrades with British Airways, Iberia and oneworld® alliance, hotels, car hire, holidays, days out, activities and eating out

2 MILLION
PEOPLE A YEAR SPEND AVIOS ON INTERNATIONAL AIRLINES GROUP (IAG) FLIGHTS

30 BILLION
AVIOS HAVE BEEN SPENT ON REWARDS LIKE FLIGHTS, HOTELS AND CAR HIRE

EACH MONTH YOU COULD FILL
565 BOEING 747s
WITH SEATS BOOKED BY PEOPLE USING THEIR AVIOS

5.5 MILLION
PEOPLE WORLDWIDE ACTIVELY COLLECT AVIOS

THE BRIEF

Client: Avios

Educate British Airways Executive Club call centre staff on the launch of the new Avios currency and loyalty scheme.

Solution:

I designed an educational resource tailored specifically for call centre staff, clearly communicating the benefits of the new scheme while proactively addressing common customer questions and FAQs. The piece focused on clarity and ease of use, ensuring complex information could be quickly understood and confidently relayed to customers.

The design adopted a simple, clean visual approach, supported by infographic-style elements to highlight and reinforce key facts. This helped improve information recall, supported training objectives, and ensured consistency of messaging across customer service teams.

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THE BRIEF

Client: Airmiles & Disney

Create a direct mail campaign to promote the new partnership between Air Miles and Disneyland Paris.

Solution:

I developed a high-impact direct mail piece that successfully balanced two distinct brand identities—Air Miles and Disney—within a single, cohesive design. Working across both brand style guides, I blended core Air Miles branding with Disney character assets to create a simple yet visually striking piece designed to stand out on the doormat.

This project required close collaboration with multiple stakeholders, including Disney's legal and brand teams, to ensure all character assets were used in strict accordance with licensing guidelines and that all terms and conditions were legally compliant. Careful attention was paid to layout, hierarchy, and tone to maintain brand integrity for both clients while delivering a clear and compelling message.

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Anything can fly
Offers to inspire you inside

Get 2,000 Avios when you collect in a new place

Pick up a 3,000 Avios voucher with Lloyds TSB

Want more bonus Avios?
To get our latest news and offers by email:
① Go to www.avios.com/myaccount
② Click 'Set up online'
③ Fill in the form and sign up for our emails

We want to welcome you to Avios with a surprise.
A way to get flights and rewards quicker.
See how to get 2,000 Avios every time you collect in a new place in the next year.
And a 3,000 Avios voucher when you spend £500 on your Lloyds TSB Dual Avios Credit Card Account.
Do the maths and surprise, you're well on the way.
See where you could fly at www.avios.com/xxxxxx

How to get a 3,000 Avios voucher
You don't have to do anything differently. Just use your Lloyds TSB Dual Avios American Express® Card for all your everyday shopping.
① Spend £500 on your Lloyds TSB American Express® Card by 16 February 2012
② We'll add a 3,000 Avios voucher to your account every quarter until 15 November 2012
③ You'll get 1 Avios for every £1 spent
Read more at www.avios.com/xxxxxx

How to get 8,000 bonus Avios
It's all by collecting Avios in more than one place. It's the smartest way to do it. And the fastest way to flights and rewards.
① Choose a new way to collect
② Get 2,000 Avios every time you collect somewhere new
③ We'll add them to your Avios account every quarter until 15 November 2012
See all ways to collect at www.avios.com/xxxxxx

Get 2,000 Avios when you collect in a new place

Collect 400 bonus Avios with Tesco

Want to welcome to Avios with a surprise

Step this way

We'll save you a seat

Find out more inside

Read more at www.avios.com/xxxxxx

How to get bonus Avios with Tesco
We're stepping up your Avios in February 2012 – with over 60% extra free when you exchange.
① Exchange Clubcard vouchers for Avios
② Collect 400 bonus Avios instead of the usual 500 Avios
③ Get £250 Clubcard voucher
④ Get 400 bonus Avios

How to get 8,000 bonus Avios
It's all by collecting Avios in more than one place. It's the smartest way to do it. And the fastest way to flights and rewards.
① Choose a new way to collect
② Get 2,000 Avios every time you collect somewhere new
③ We'll add them to your Avios account every quarter until 15 November 2012
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Want more bonus Avios?
To get our latest news and offers by email:
① Go to www.avios.com/myaccount
② Click 'Set up online'
③ Fill in the form and sign up for our emails

THE BRIEF

Client: Avios

Develop a direct mail campaign designed to promote exclusive offers to new members.

Solution:

I designed a data-driven direct mail piece that delivered targeted offers and promotions based on each member's account balance and preferred methods of points collection. The format was built on a modular grid system, allowing multiple offer and information panels to be interchanged seamlessly. This ensured a high level of personalisation while maintaining a clear narrative as the piece unfolded.

Flexible, dynamic copy was created to respond to relative account balances and individual collection goals, enhancing relevance and engagement. I worked closely with the print team throughout pre-press, carefully proofing and validating all data combinations to ensure accuracy and consistency across every personalised version of the mailer.

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THE BRIEF

Client: Avios

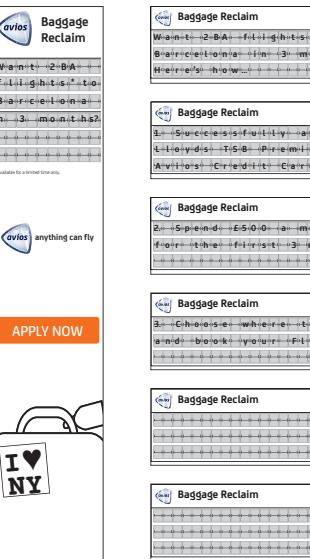
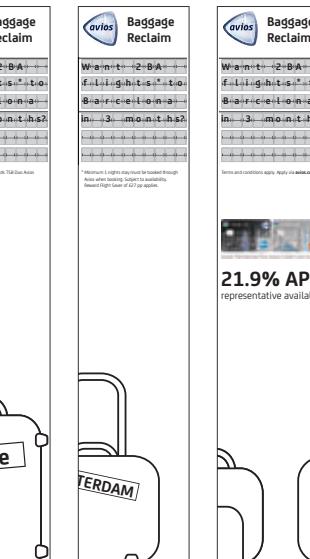
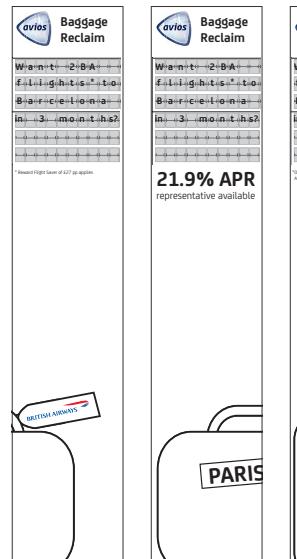
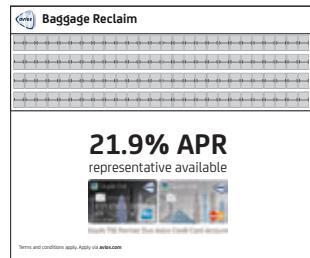
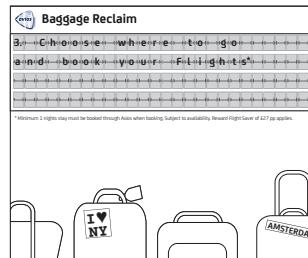
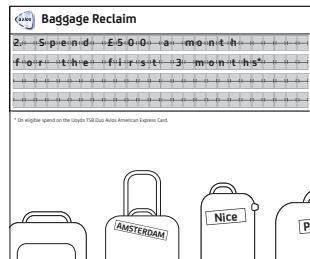
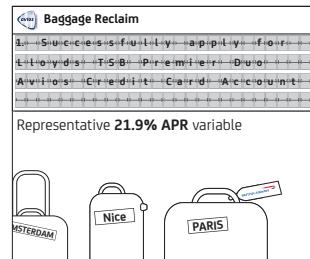
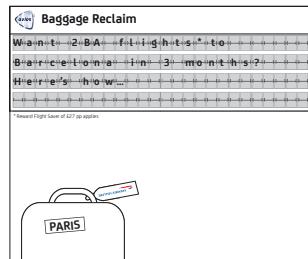
Design a series of animated web banners for placement across both Avios and partner websites.

Solution:

Working within the Avios brand style guide, I created a suite of animated banner designs that communicated key messages through an infographic-led approach. The animations followed a narrative inspired by a plane journey, guiding users through the experience while also highlighting alternative ways to collect Avios. This storytelling approach ensured clarity, consistency, and strong visual engagement across all placements.

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Graphic Designer/Creative Artworker



THE BRIEF

Client: Avios

Support the launch of a new credit card partnership through online banner concepts for animated and carousel formats.

Solution:

Using airport and travel motifs, I developed a visual concept based on information boards and conveyor belts, tying the theme of movement to the campaign's message. Created multiple banner variations, including leaderboards, skyscrapers, and MPUs, which were then passed to the digital team for animation and rollout.

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This is just a small selection of the projects I've created over the years. If you'd like to see more or chat about any of the work in this portfolio, I'd love to hear from you, please feel free to get in touch.