

Chris Wright / Senior Brand & Graphic Designer

Selected brand, campaign and digital design work across fintech, technology and financial services.



LOCATION

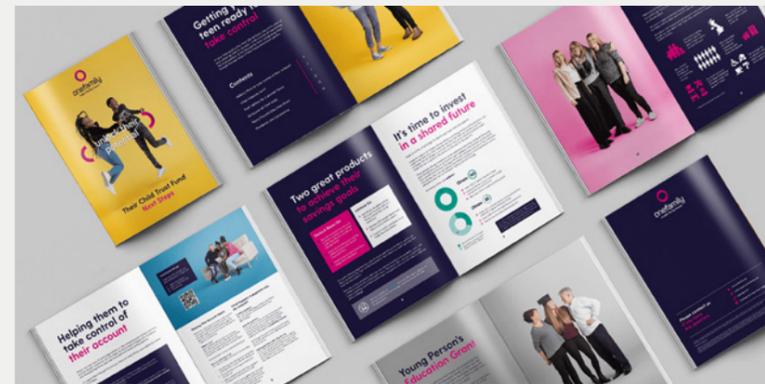
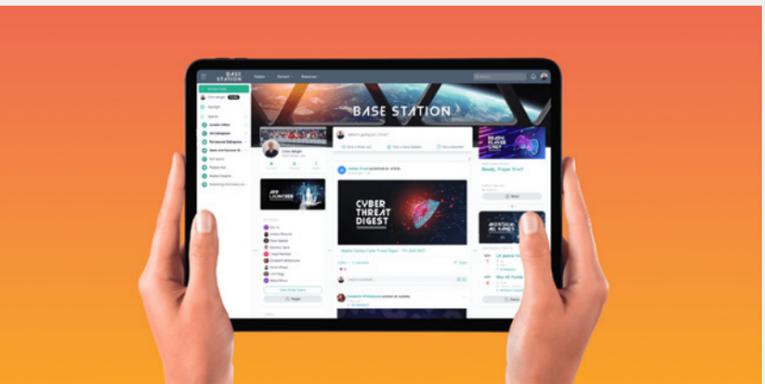
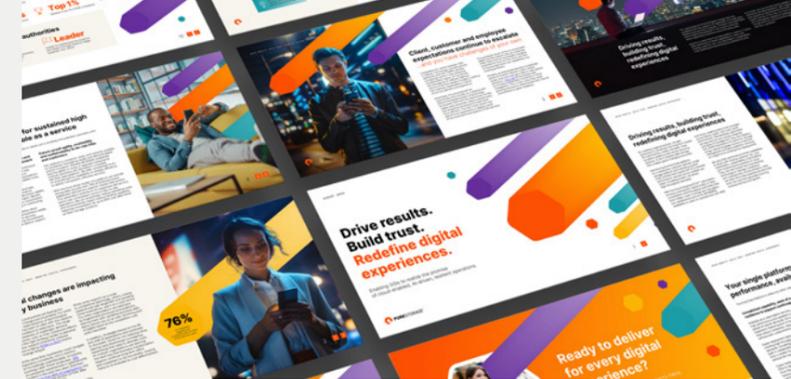
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About Me



Chris Wright

Senior Brand and Graphic Designer

Profile

Senior brand and graphic designer specialising in brand systems, campaign design and marketing toolkits for financial services and technology companies. Experienced in creating scalable design frameworks used by internal teams and global partner agencies.

Key Skills

- Brand Identity
- Campaign Design
- Visual Systems
- Illustration & Icon Design
- Marketing & Digital Design
- Event Creative Direction

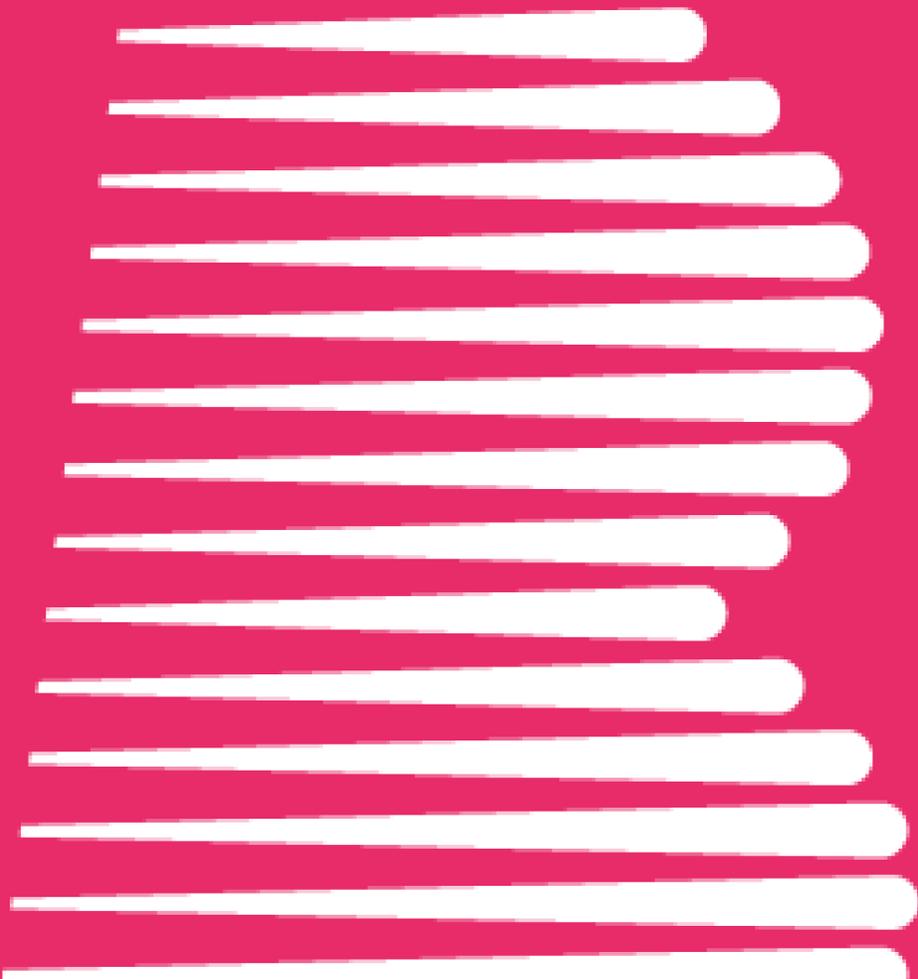
American Express

Fintech product marketing

Developing a scalable brand system
for a new Open Banking payment product.

01

Brand Identity & Marketing Toolkit



Are you open to a new world of payments?

With a seamless integration process, Pay with Bank transfer makes it simple. Use a button on your website, take payment over the phone, in store, or through in-app integration.



Pay with
Bank transfer
Powered by **AMERICAN EXPRESS**

Simple, *Speedy*, Secure

Open up to Savings



Access to a cheaper method of payment, no chargebacks and reducing fraud.

Open Banking Momentum



41% of UK consumers say they have used an Open Banking payment in the past 6 months. Growing daily¹

Open to Everyone



Consumer reach, brand built on trust, reliability and security. 51% of consumers said that concerns about an unknown brand or provider might prevent them from trying a new way to pay.²

American Express Pay with Bank transfer



Case Study
Education

Lancaster
University



Opening education to streamlined student fee payments.

Initiatives like Open Banking are giving consumers more control over their financial information. In education, these changes are bringing benefits for students by providing a secure, speedy way to pay their education fees online, directly from their bank account, while finance teams at education providers can leverage them to overcome the challenges associated with financial reconciliation.



Simple, *Speedy*, Secure

OVERVIEW

American Express launched Pay with Bank transfer to support the growing adoption of Open Banking payments in the UK.

I developed the visual identity and marketing toolkit for the product, creating a scalable design system used across product marketing, partner communications and campaign assets.

ROLE

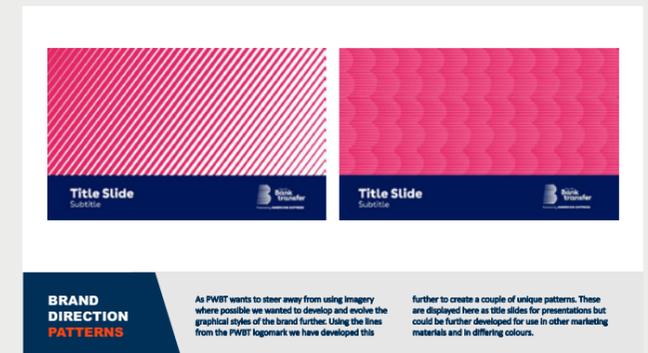
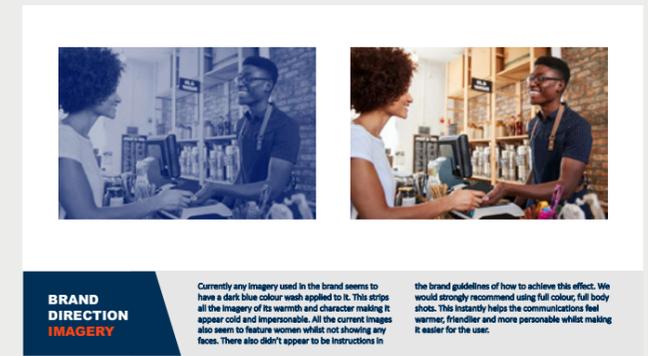
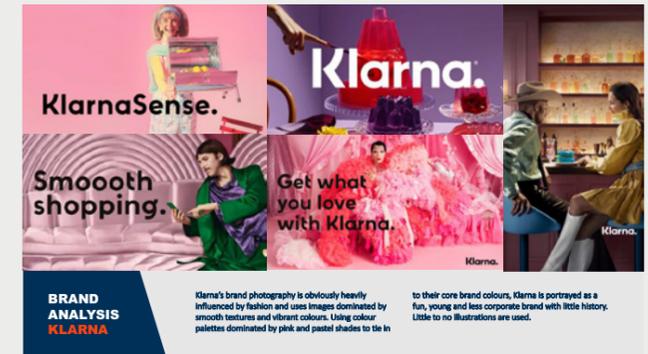
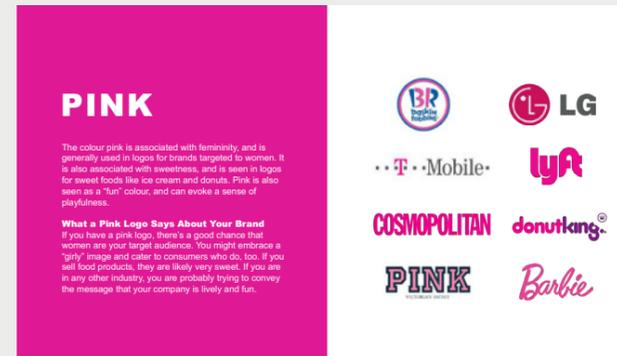
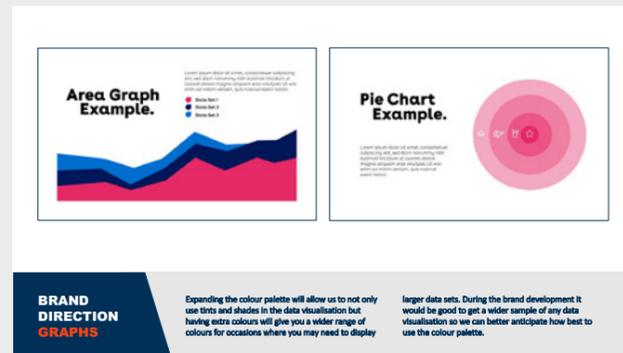
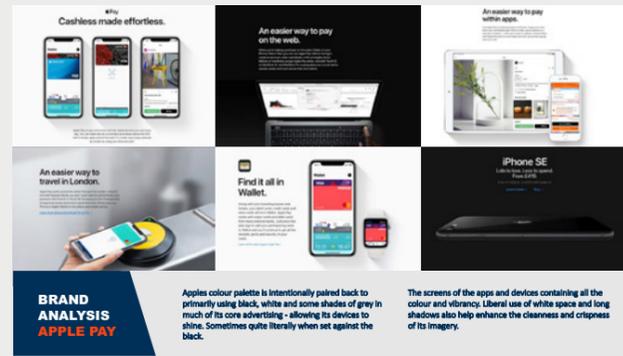
Senior Brand Designer – MBA Group

DELIVERABLES

- Brand guidelines
- Colour palette
- Illustration and Iconography
- Campaign assets
- Marketing toolkits used by internal teams and agencies.

CHALLENGE

The previous visual direction, developed by another agency, felt cold and inconsistent, lacking the personality and clarity needed for a fintech product launch.



APPROACH

Extensive competitor research across fintech brands including Apple Pay, Klarna and PayPal helped to shape the new creative direction focused on clarity, warmth and accessibility.

IMPACT

Following presentation of the brand system to senior stakeholders, the agency was appointed as American Express' sole UK marketing design partner for the product.

Simple
No account set up needed

Speedy
A fast, hassle-free payment experience

Secure
Payment credentials stay between you and your bank

So how does it work?

Click Bank transfer

Select Your bank

Log in

Approve The details

Confirm It's you

Simple, Speedy & Secure

Are you open to a new world of payments?

With a seamless integration process, our Pay with Bank Transfer makes payments simple. Use a button on your website or app take payments over the phone, in store, or through a digital invoice.

Be open to Simple, Speedy & Secure payments.

How Pay with Bank transfer works for you

Streamlined experience; instant funds

Open Banking with American Express empowers merchants with a streamlined, secure payment experience. Receive funds instantly, with no chargebacks and less risk of fraud. Pay with Bank transfer is fully SCA compliant, so there's no additional work required by you. Simply press the button, take payment and receive the funds. It's that easy.

Cost savings for your business

Discover a new way to pay that's simple, secure and low in cost.

Powered by American Express, open to everyone

Pay with Bank transfer is open to everyone. Driven by our globally trusted and recognised brand and available at major UK banks; you don't have to be an American Express cardmember to benefit.

Simple, Speedy, Secure

Pay with **Bank transfer**

Powered by **AMERICAN EXPRESS**

Brand Guidelines
Standard Edition

2.5 COLOUR PALETTE

LEAD COLOURS

- Electric Pink: Pantone 199C, CMYK: 100, 0, 100, 0, RGB: 255, 0, 255, #FF00FF
- White: Pantone White C, CMYK: 0, 0, 0, 100, RGB: 255, 255, 255, #FFFFFF

SECONDARY COLOURS

- Bright Blue: Pantone 285C, CMYK: 100, 0, 100, 0, RGB: 0, 255, 255, #00FFFF
- Deep Blue: Pantone 2757C, CMYK: 100, 100, 0, 0, RGB: 0, 0, 255, #0000FF
- Black: Pantone Black C, CMYK: 100, 100, 100, 100, RGB: 0, 0, 0, #000000

SUPPORTING COLOURS

- Panna Violet: Pantone 265C, CMYK: 100, 0, 100, 0, RGB: 130, 0, 255, #825FE0
- Mint Green: Pantone 3375C, CMYK: 0, 100, 100, 0, RGB: 0, 255, 255, #7AE18C
- Cool Grey 2: Pantone 382C, CMYK: 0, 0, 0, 100, RGB: 192, 192, 192, #C0C0C0
- Cool Grey 6: Pantone 382C, CMYK: 0, 0, 0, 100, RGB: 192, 192, 192, #C0C0C0
- Cool Grey 11: Pantone 382C, CMYK: 0, 0, 0, 100, RGB: 192, 192, 192, #C0C0C0

Secure
The end-user authenticates directly to their bank, meaning bank-grade security and no shared card details.

Simple
An intuitive user experience completed in a few quick clicks, with no account set up needed.

Speedy
Contactless payments online or in store without needing to enter card details. Perfect for on the go.

2.1 TYPOGRAPHY

Aa Buenos Aries Bold
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Aa Buenos Aries Semi Bold
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Aa Buenos Aries Thin
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Primary Typeface
Our Primary Typeface is called Buenos Aries. It is based on two of the most popular fonts of the 20th Century - Avenir and Futura.

Due to subtle, playful moments, the font looks friendly whilst also being distinctive and easy to read. It works equally as well as both a display font and a consistent, easy to read body font.

3.1 CHARACTERS

Lead character
Peggy is our lead character and is used to demonstrate how to use PWBT. She can either be shown using an oversized mobile device or a placed everyday scenarios with a device in hand.

Supporting characters
Brandon and Isha can be used in addition to Peggy to add variety, diversity, and colour through our supporting colour palette. They should always be used where more than one person is displayed within slide or scene.

3.2 COMPONENTS

Supporting elements
The backgrounds in our illustrations should support the audience and sectors we are talking to, whether that's B2B or B2C.

These can be set against pink or white backgrounds or one of our cool grey colours. As a general rule against darker backgrounds the illustrations should be white and against lighter backgrounds they should be pink.

When a device features, its screen should be pink, unless it's displaying a merchant webpage. When there is no device, or the screen is not pink, the characters clothes should be pink to ensure it's the most prominent colour.

2.7 LINE ICONS

How our icons are made
We use simple, stroke based icons in our brand. They should have rounded corners where possible and they should use a straight on perspective to cut down on any complexity and keep them simple.

How our icons are used
Our icons should be easy to interpret and understand and should help guide users through our communications at a glance. They can be displayed in either of our brand colours: pink on a white background or vice-versa.

3.3 DATA VISUALISATION - PIE CHARTS

Key

- Data Set 1: 30%
- Data Set 2: 25%
- Data Set 3: 20%
- Data Set 4: 15%
- Data Set 5: 5%
- Data Set 6: 5%

80% First Option
60% Second Option
40% Third Option

3.5 DATA VISUALISATION - INFOGRAPHICS

Data Set 1
Cest, volupta
Etiam qua le nis
ad quate et outate

Data Set 2
Cest, volupta
Etiam qua le nis
ad quate et outate

Data Set 3
Cest, volupta
Etiam qua le nis
ad quate et outate

Data Set 4
Cest, volupta
Etiam qua le nis
ad quate et outate

YOOBIC

Retail technology platform

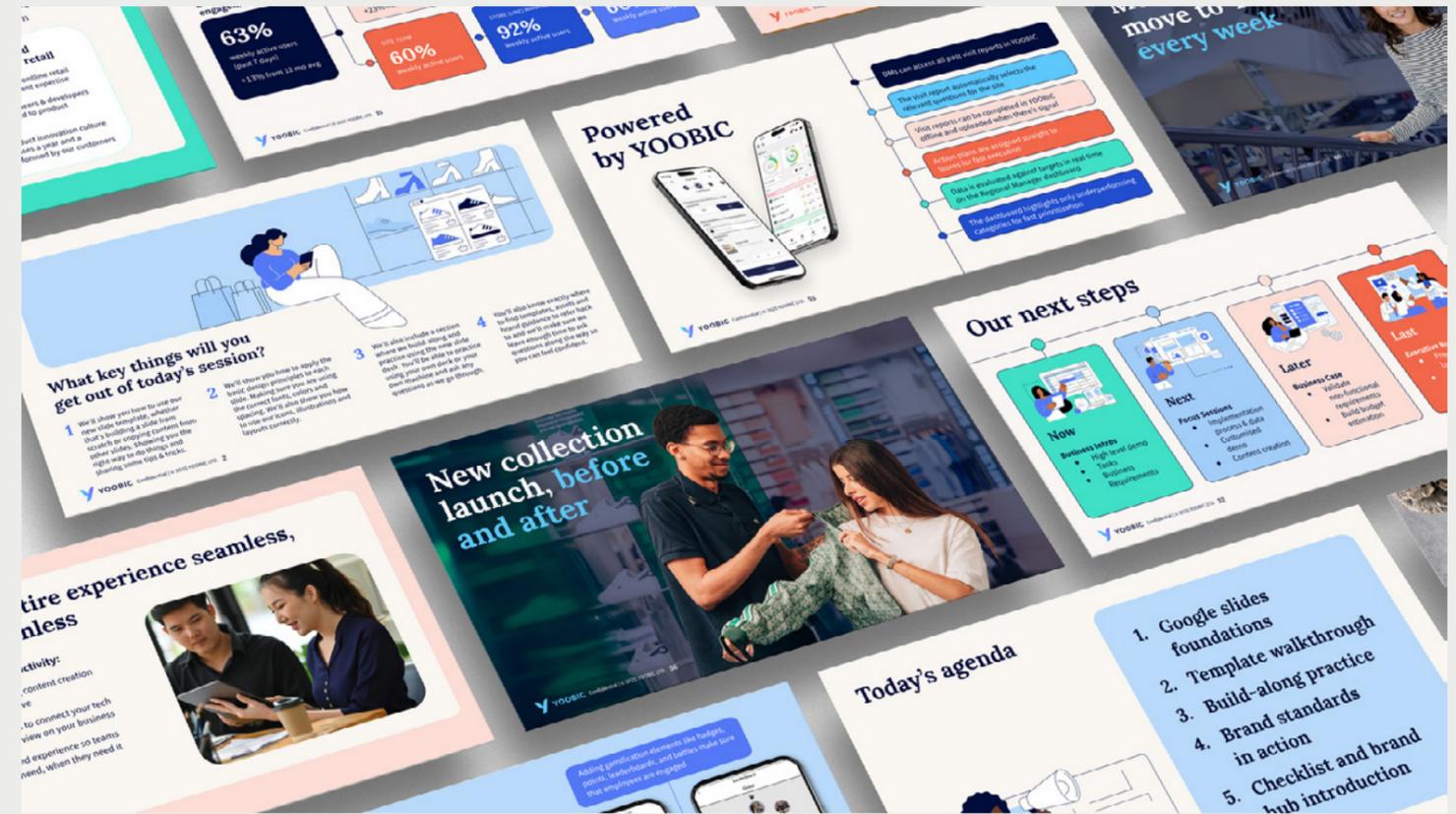
Creating a unified visual system
for a global retail technology platform.



02

Brand Refresh & Design System

YOOBIC



OVERVIEW

As YOOBIC scaled globally, the brand lacked a consistent visual system across marketing, product and internal communications.

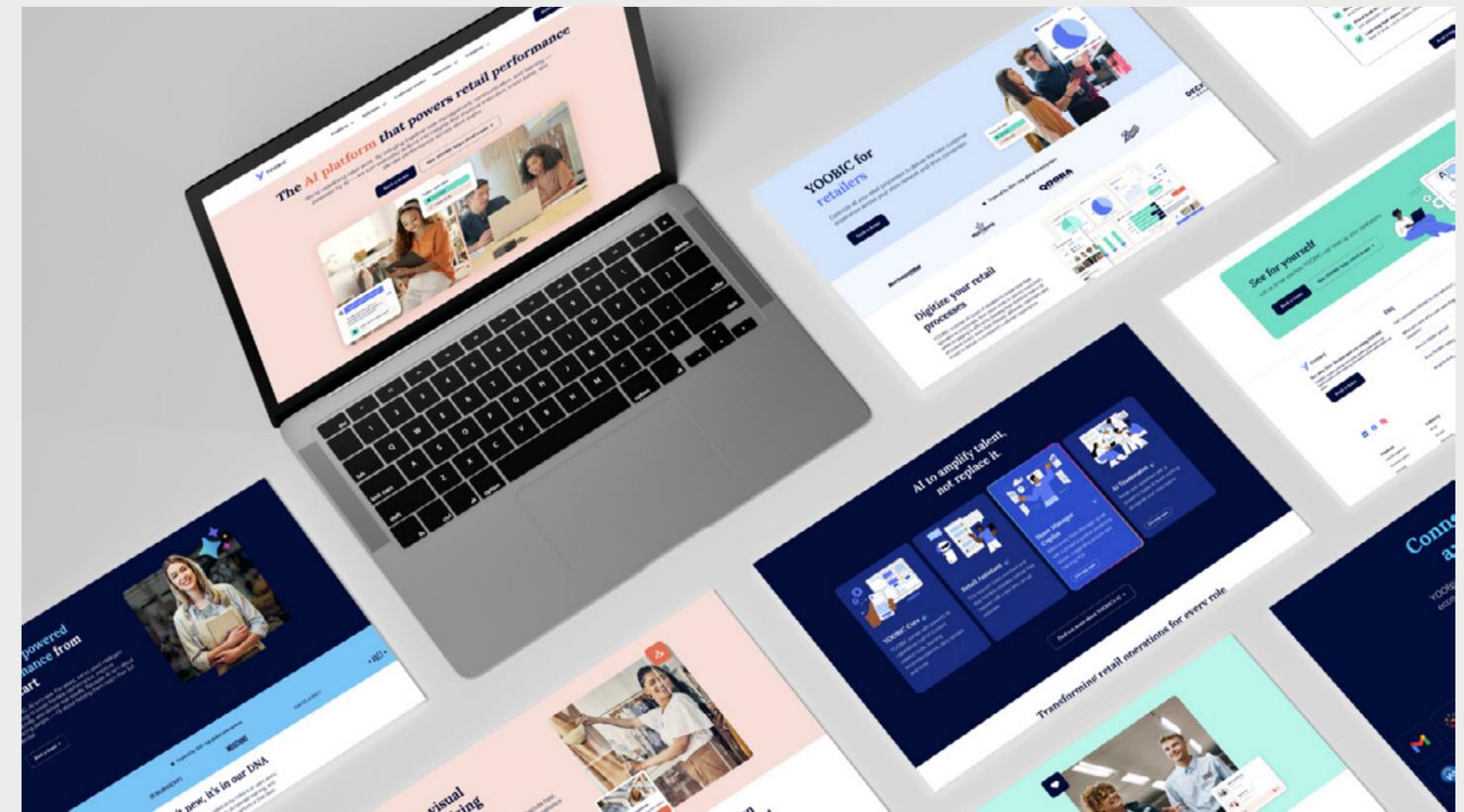
I led a visual rebrand, creating a scalable design system used across the website, marketing campaigns and internal communications.

ROLE

Lead Designer –YOOBIC

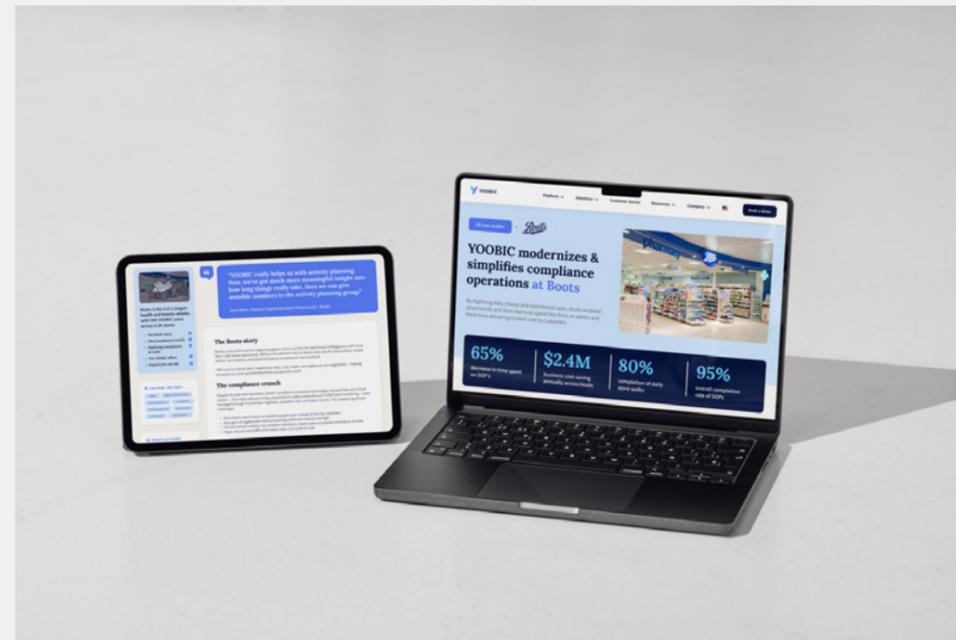
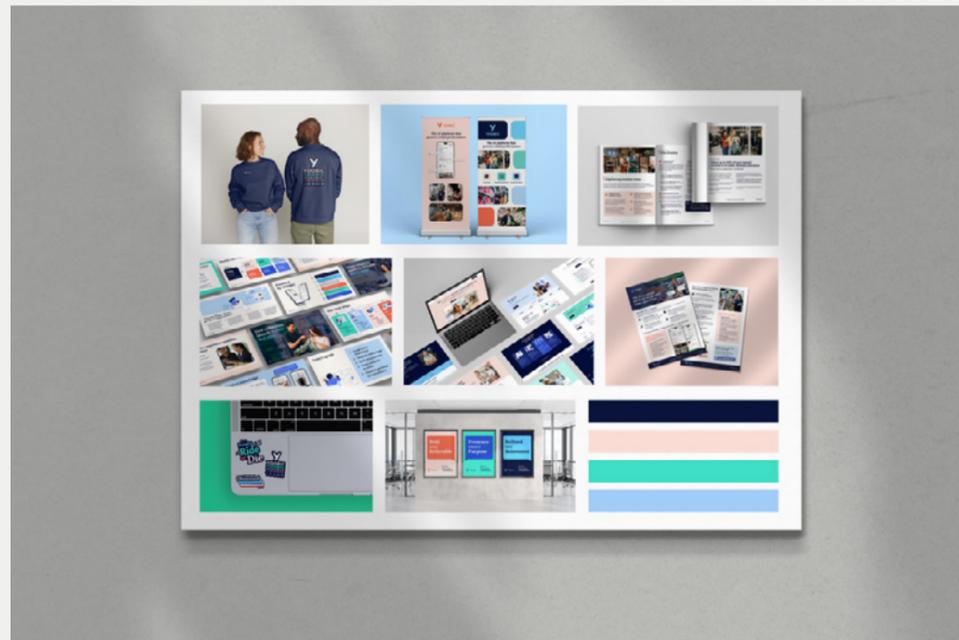
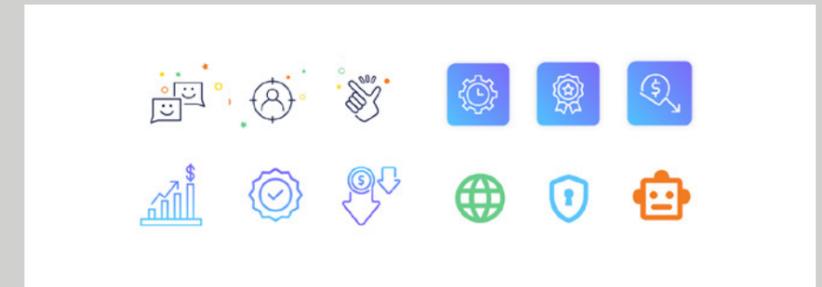
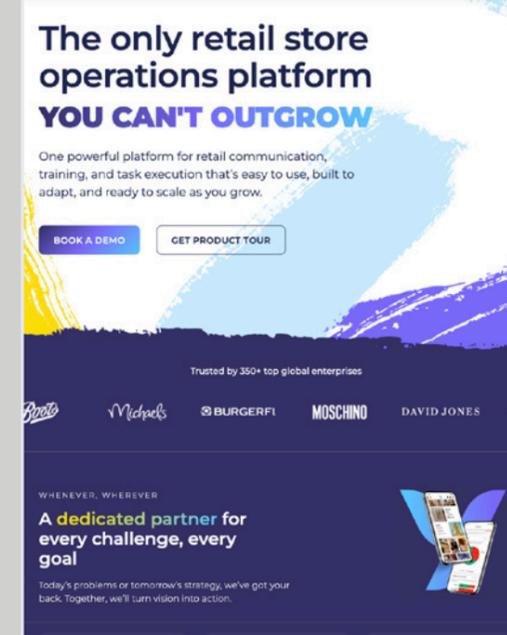
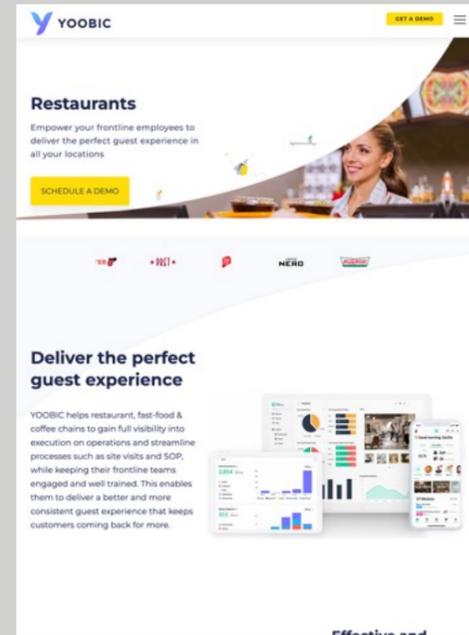
DELIVERABLES

- Brand identity refresh
- Illustration set
- Icon library
- Website redesign
- Google Slides templates
- Company enablement
- Online brand guidelines and repository on confluence



CHALLENGE

The brand lacked consistency, with multiple illustration and icon styles used across the website and marketing materials, resulting in a fragmented visual identity.



APPROACH

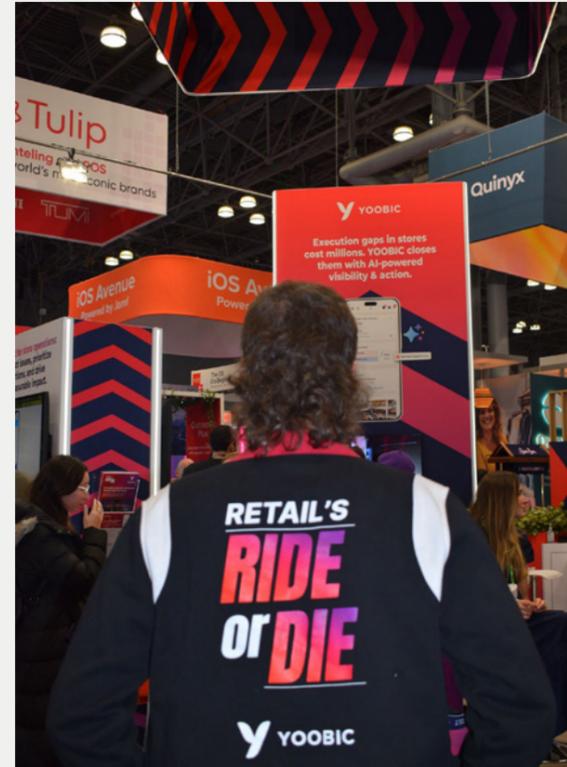
The rebrand introduced a vibrant colour palette, a unified icon system and a scalable illustration library used across marketing, product and internal communications.



CAMPAIGN: NRF NEW YORK

YOOBIC exhibited at NRF in New York, the largest retail technology event globally.

I designed the campaign identity used across social media, event graphics, booth materials and marketing communications.



IMPACT

The event became the most attended in the company's history, generating a significant increase in qualified sales leads.

Callsign

Digital identity and authentication technology

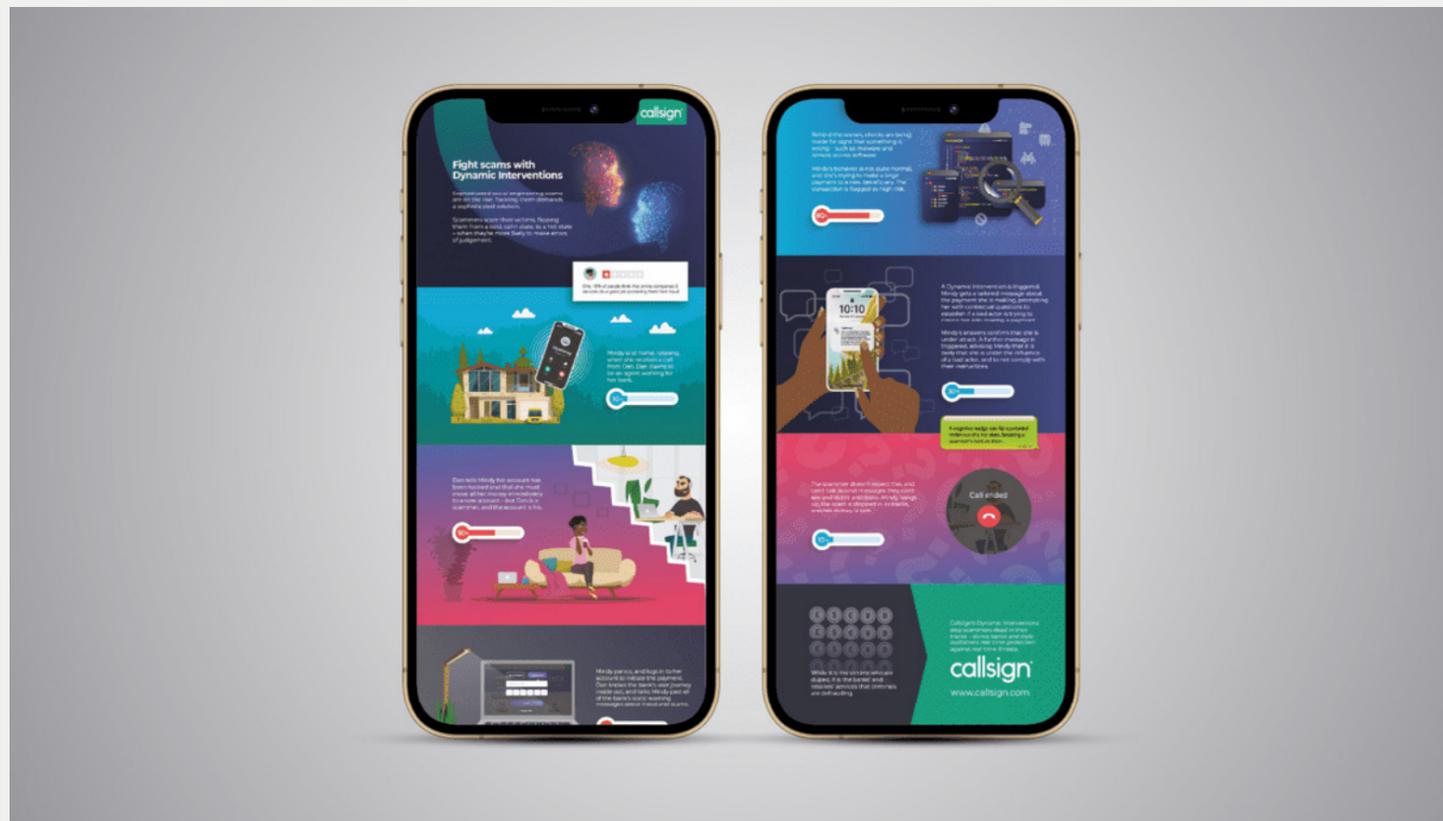
Shaping the visual direction of marketing and thought-leadership content for a global cybersecurity brand.



03

Direct Mail & Marketing Campaign

Callsign



OVERVIEW

Callsign is a cybersecurity company specialising in digital identity and authentication technology used by banks and financial institutions worldwide.

As Lead Designer, I shaped the visual direction of marketing and thought-leadership content, creating clear and engaging visual communications across reports, campaigns and pitch materials.

ROLE

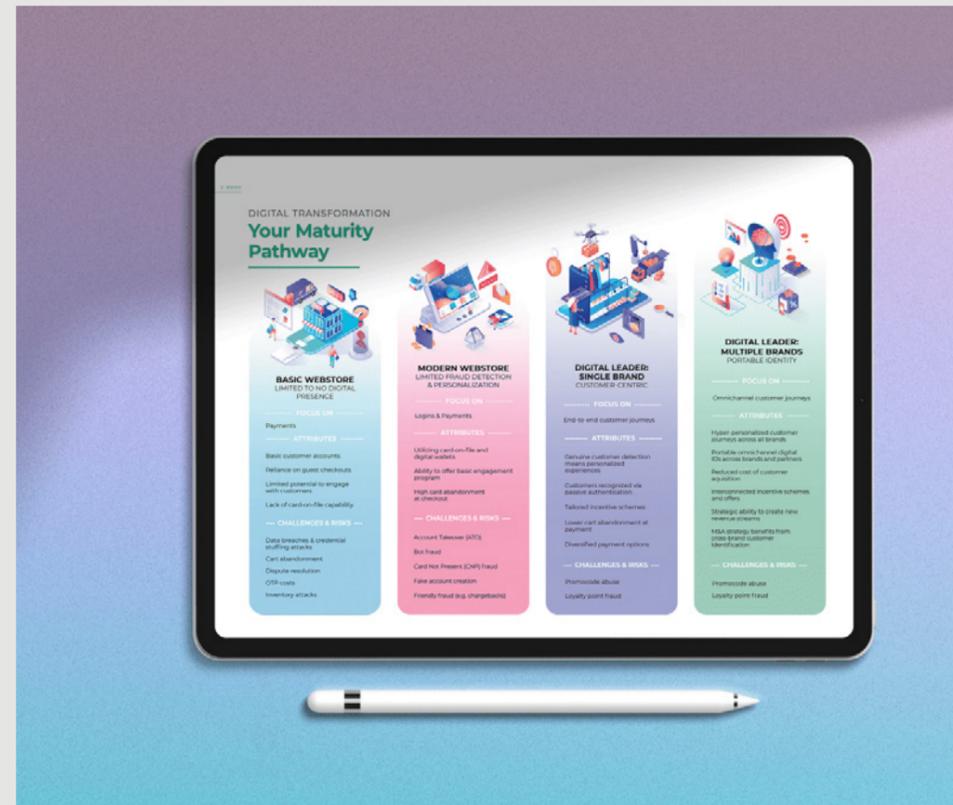
Design Lead - Callsign

DELIVERABLES

- Brand guideline materials
- Infographics and data visualisation
- Marketing graphics
- Thought-leadership reports
- Digital campaign assets
- Event branding

CHALLENGE

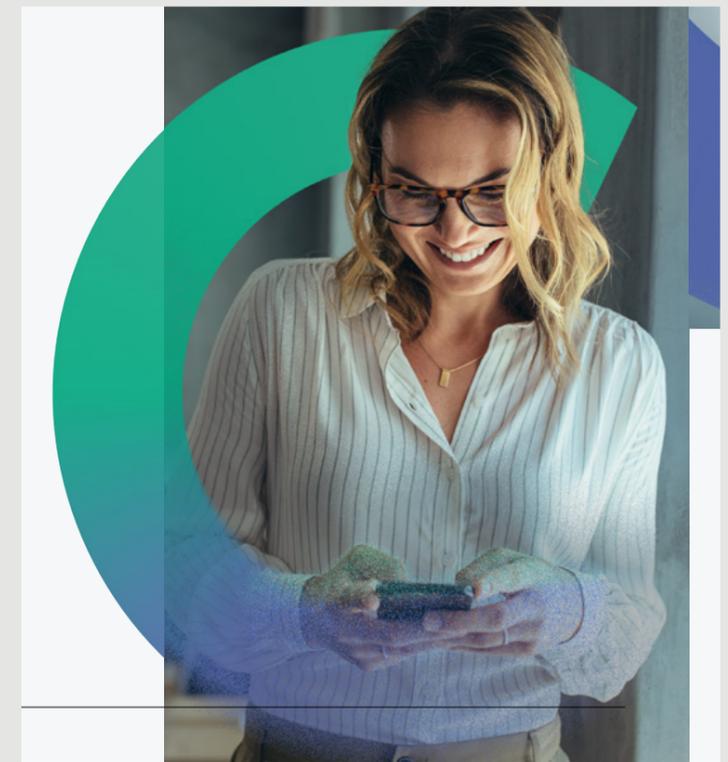
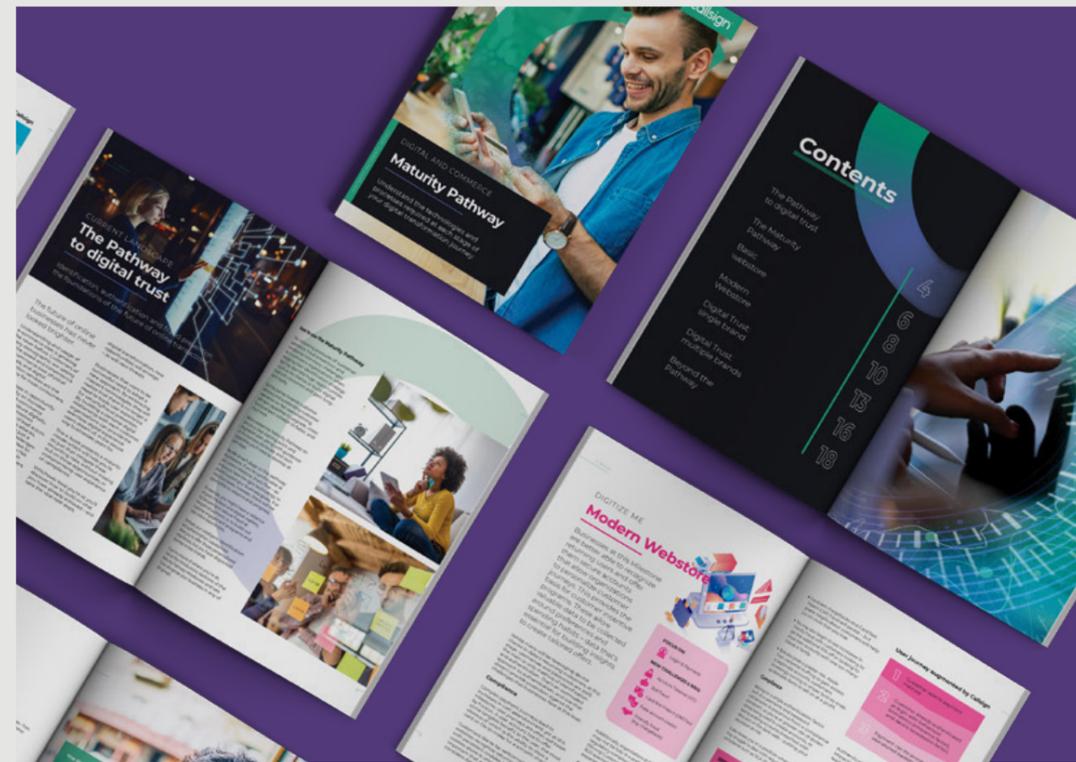
Cybersecurity products can be complex and technical, making it difficult to communicate their value clearly through marketing materials.



APPROACH

I developed a series of infographics and visual assets to simplify complex security concepts and support Callsign's thought-leadership content and marketing campaigns.

These visuals were designed to align with the evolving brand guidelines while maintaining clarity and accessibility.

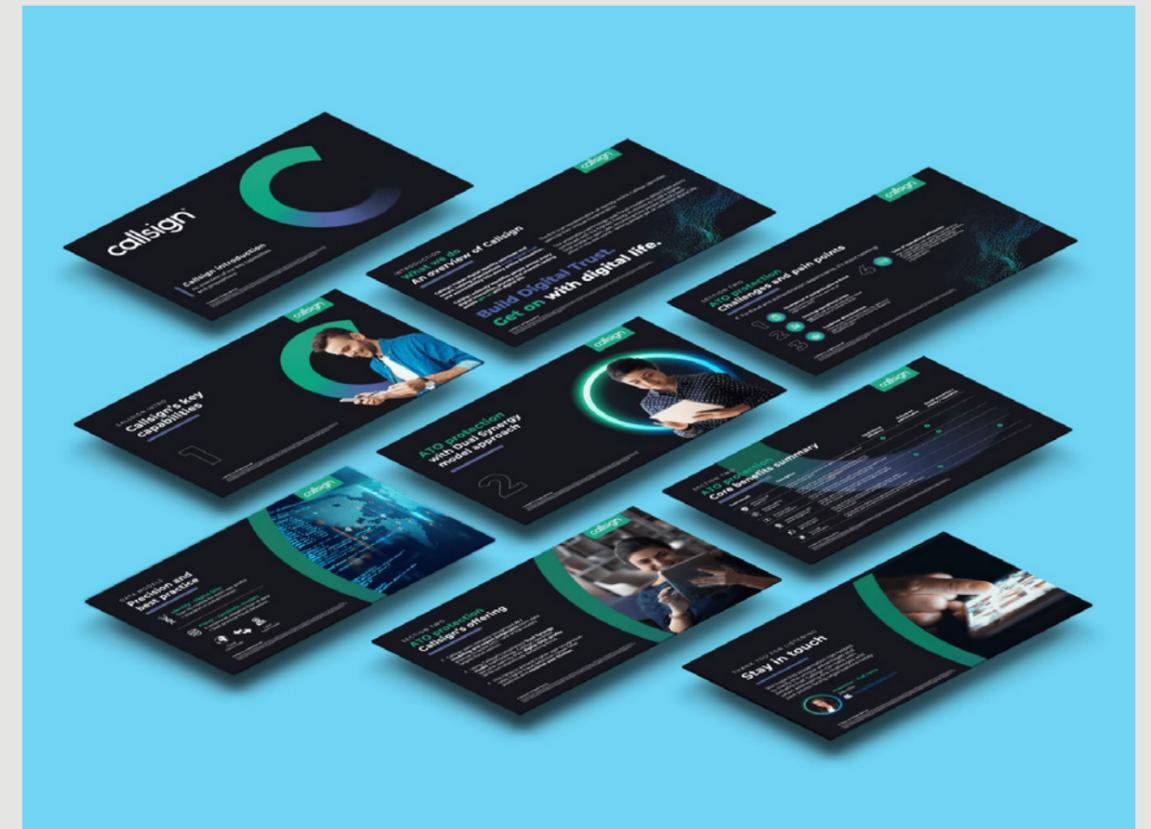




APPROACH

Led the visual direction for Identity First, Callsign's global digital trust event, developing the event identity and promotional graphics.

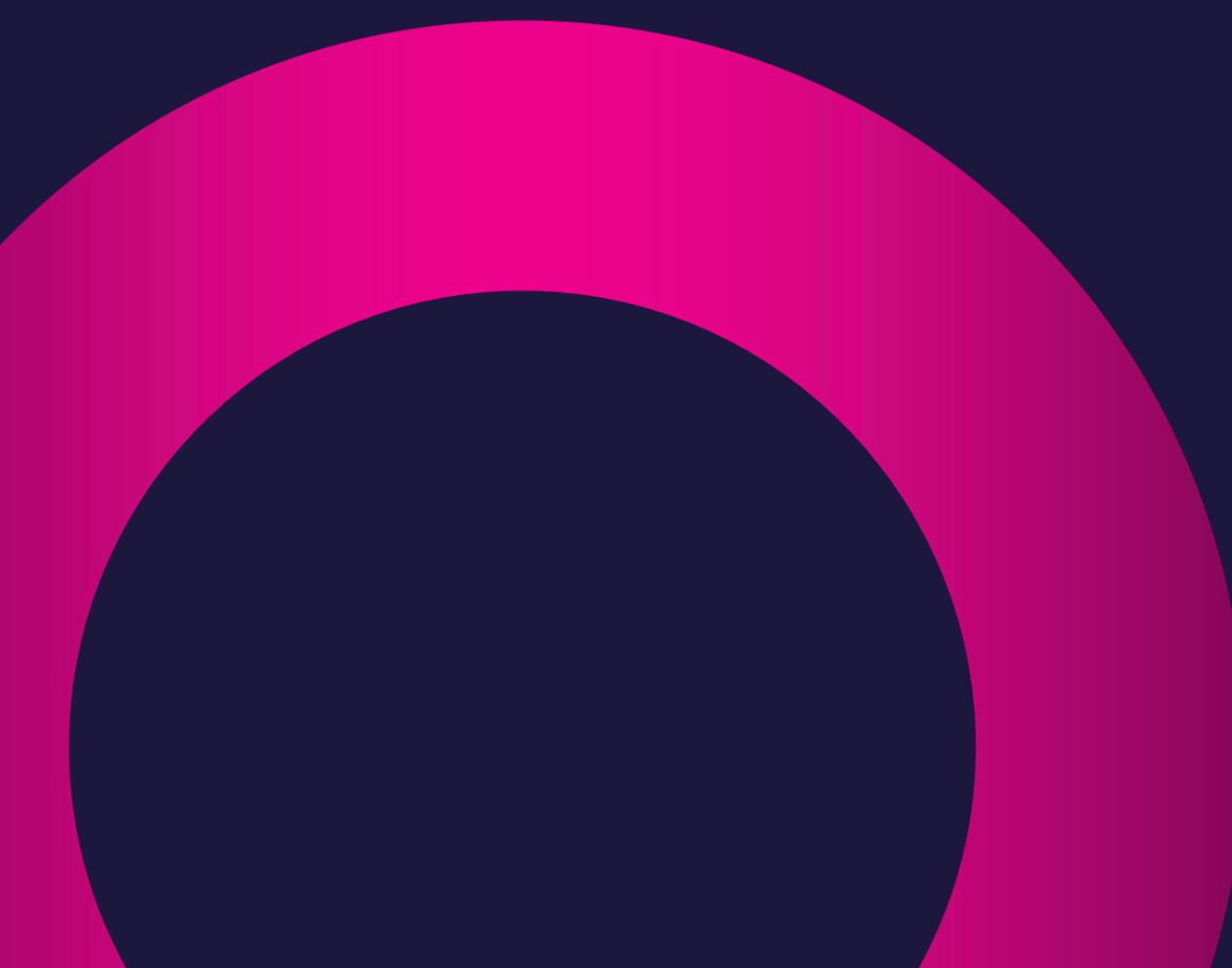
Pitch materials I designed also supported global business development conversations with leading financial institutions, helping position Callsign as a leader in digital identity and authentication.



OneFamily

Direct Mail Campaign

Engaging teenagers with their Child Trust Fund through an interactive direct mail concept.



04

Direct Mail & Marketing Campaign

OneFamily

ONE FAMILY DM MAILER

Birthday card concept sent out very close to the teens birthday, with call to action to go online and register with OAM.



OVERVIEW

Many teenagers approaching age 16 were unaware of their Child Trust Fund or its potential value.

I developed a campaign concept designed to engage teenagers and their parents around these accounts, encouraging them to explore their savings and consider investment decisions.

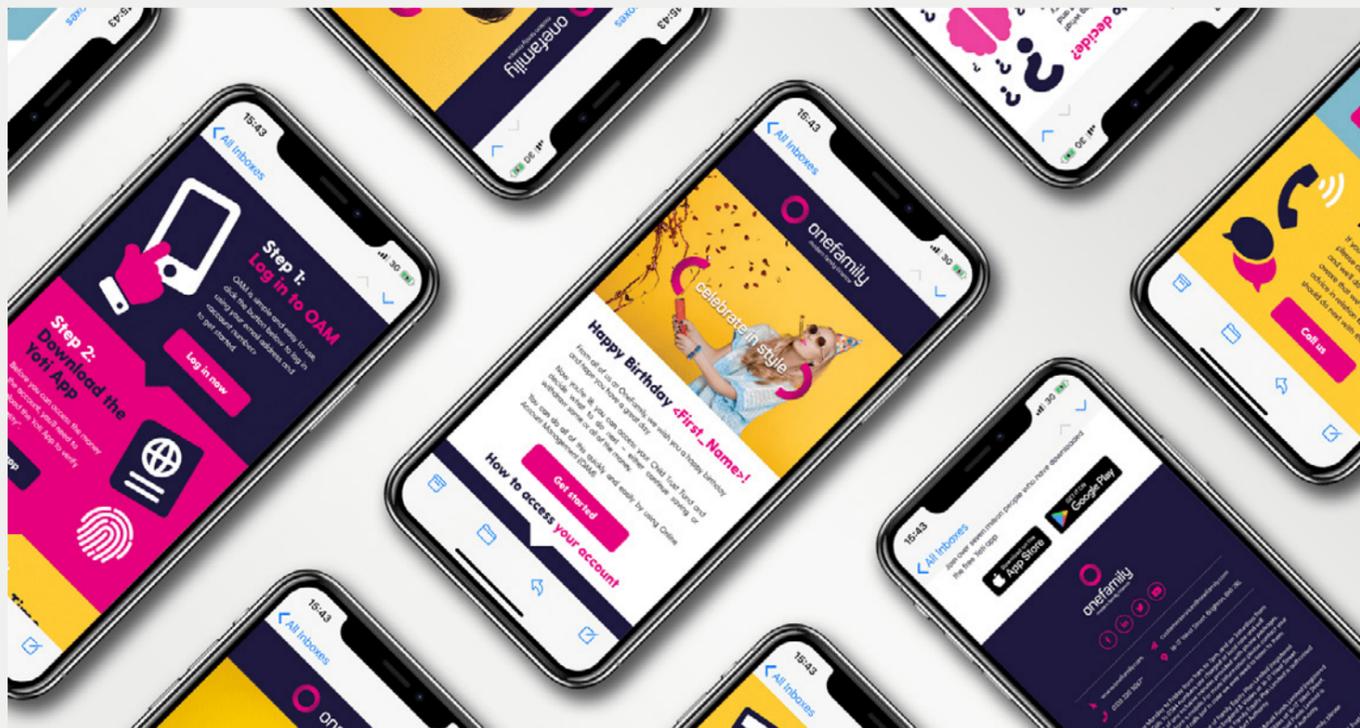
ROLE

Senior Brand Designer – MBA Group

DELIVERABLES

- Campaign concept
- Direct mail design
- Marketing campaign assets
- Print and digital communications





SOLUTION & OUTCOMES

I developed a pop-up birthday card concept sent to account holders approaching their 16th birthday, featuring miniature paper cheques illustrating the potential future value of their savings.

The campaign led to MBA Group being appointed as OneFamily's external design partner, resulting in ongoing campaign and marketing design work.

Chris Wright / Senior Brand & Graphic Designer

If you'd like to discuss a role, collaboration or project, I'd be happy to hear from you.

[EMAIL >](#)

[CALL >](#)

[LINKEDIN >](#)



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