design is good

Hello...

My name is Tracey. Thank you for taking the time to look at my portfolio.

I'm a professionally trained graphic designer and illustrator with over 20 years experience. I was previously employed as the design manager at Cancer Research UK (from 1999) before leaving to work for myself in 2008.

My clients include: Roche, Macmillan Cancer Support, Pfizer, Health Watch, the Institute of Cancer Research, Cancer Research UK, Incisive Health and Alzheimer's Research UK

I work on a wide variety of projects: from simple A4 posters, to designing and art working annual reviews, and everything in between! Much of my work requires adhering to stringent brand guidelines and developing something that works well within these constraints.

I also enjoy working on projects with more creative freedom, such as illustrative work and logo development.

I have a professional and friendly work manner and am a reliable and conscientious designer with a keen eye for detail and a good ear for listening to a clients project requirements. I want to be happy with the work that I produce and I want my client to be too!

I fully appreciate and understand the client perspective of a project: budget constraints, adhering to brand guidelines, amending, proofing and sign off processes, timelines and deadlines, and always work with the client to get the best possible results.

I am currently looking to work with and establish good working relationships with new clients.

SKILLS

Photoshop, InDesign, Illustrator, Word, Excel, Powerpoint, Design, Illustration and artwork for print and web.

AVAILABILITY

Mac-based home studio in Gloucestershire.

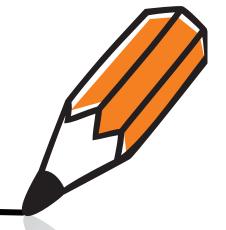
Available for work now.

HOURLY RATE

Please ask.

REFERENCES

Please ask.



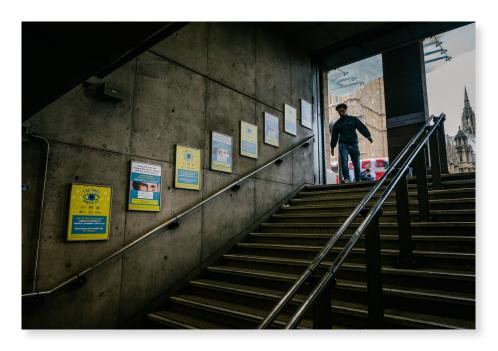
TRACEY GOODLAND

DESIGN-IS-GOOD.COM

tracey@design-is-good.com

in Tracey Goodland









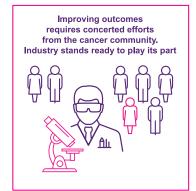


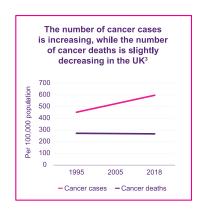




THE EYES HAVE ITEye Health Day campaign materials















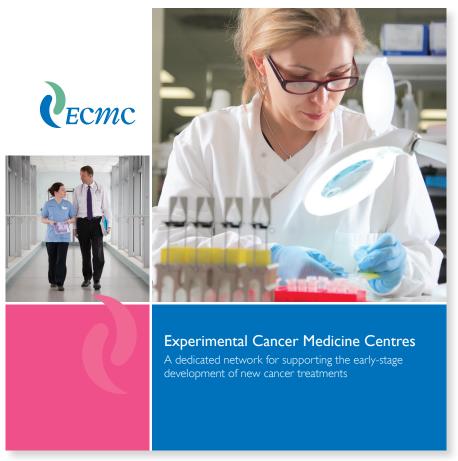






ABPI

Website design elements





Review brochure, leaflet series and postcard

"I was delighted with the finished product which was designed, produced and edited to a very high standard within a tight deadline."







ADVISORY GROUP ON CONTRACEPTION (AGC)

Report

How has the pandemic impacted contraceptive provision?



Intensifying pressure on an already strained workforce

Throughout the pandemic, AGC member the Faculty of Sexual and Reproductive Healthcare (FSRH) has tracked the impact of the pandemic on sexual and reproductive health (SRH) services in both primary and specialist community care through regular surveys. Each snapshot reveals a stretched - often anxious - workforce:

During the week commencing 21 May 2020:

77% of GPs and 64% of specialists reported that they had ended or limited essential SRH





7% of their staff were redenloved, and that a further 15% were absent Specialists reported that 25% of their staff were redeployed, and that a further 15% were absent







65% reported that waiting lists for LARC remained higher than before the





84% of respondents stated that staff at their service reported feelings of anxiety

During the week commencing 31 August 2021:

25% of respondents reported that staff redeployed during the pandemic had still not returned to their role





61% of staff reported having been affected by **burnout** during



In August 2021, 75% of SRH services reported that they do not receive adequate funding to provide a full range of services.5

Compunding funding pressures

Successive budget cuts prior to the pandemic have left services unable to cope with the pressures of COVID-19, particularly as they face a range of competing spending priorities. Although public health funding allocations have slightly increased since the beginning of the pandemic, in real terms the uplift is marginal - and not enough to reverse the damage caused by either cuts made in previous years or the pandemic.6

In adequate funding is particularly damaging for delivery of long-acting reversible contraception [LARC] - the mosteffective methods of contraception. Staff must be highly trained to deliver LARC - a service which requires significant time and financial resource - while face-to-face appointments and the provision of wraparound counselling are both integral aspects of the LARC pathway. In this highly strained environment, it is simply not viable for many services to continue delivering LARC, or restart LARC provision as the pandemic begins to ease. This problem is particularly acute in primary care, with many GPs underfunded, or simply not commissioned, to deliver LARC services.



WHAT IS PLASMA?

Plasma is a key element of blood (55% of the total blood volume). Plasma is the clear straw-coloured liquid portion of blood that remains after red blood cells, white blood cells, platelets and other cellular components have been removed. Plasma carries water, salts, and proteins through the body.

More and more patients across the European Union are diagnosed every year with life-threatening plasma protein-related disorders.1 This means certain proteins in their body are missing or are deficient. In many cases, Plasma-Derived Medicinal Products (PDMPs) are the only treatment option for these severe diseases.

1%

WHITE BLOOD CELLS & PLATELETS PLASMA IS **7**% PROTEINS 92%

WATER

1%

WHY IS PLASMA IMPORTANT?

deficient proteins.



300,000 patients across Europe rely on Plasma-Derived Medicinal Products (to treat a variety of rare and chronic and/ or genetic diseases and serious, often



life-threatening medical conditions).



It is worth noting that it takes more than 130 donations per year to treat a single patient with a primary immune deficiency.

Every year, more plasma donations

are needed to meet the growing

clinical need for Plasma-Derived

Medicinal Products.



Without these treatments, many patients would either not be able to survive or would have a substantially diminished quality of life and productivity.



Human plasma is the unique and indispensable starting material for the manufacturing of Plasma-Derived Medicinal Products.

Convalescent plasma and Hyper Immune plasma are plasma that is collected from patients who have recovered from an infection. Antibodies present in the plasma are proteins that might help fight the infection.

ABOUT US

The Plasma Protein Therapeutics Association (PPTA) is steadfast in its mission to promote the availability of, and access to, safe and effective plasma protein therapies for patients around the world.

1 immune deficiencies immune-mediated peripheral neuropathies. Hereditary Annipedema, Alpha 1-Antitrynsin Deficiencies. Hemophilia and other bleeding discorders and also secondary immune deficiencies that can be caused by cancer therapie

WHERE DOES PLASMA COME FROM IN EUROPE?

- · Plasma cannot be made artificially in a lab. Plasma and its lifesaving proteins can only be obtained from healthy donors who generously give their time to donate.
- Plasma can be obtained from whole blood donations (resulting in recovered plasma) or collected directly through a process called plasmapheresis (resulting in source plasma).

39% of plasma in Europe is collected by public and NGO blood37%

24%

Plasma donations were in some decline this year due to the ongoing COVID-19 pandemic and the related uncertainty felt by plasma donors. This comes on top of the existing insufficient availability of European plasma. Declines in donations have the potential to restrict patients' access to plasma-derived therapies.

IT'S IN US ALL TO **SAVE A LIFE**

WE NEED YOUR **SUPPORT**

#DonatePlasma

- If you consider more plasma should be collected across Europe. to meet the growing need of patients for PDMPs
- . If you want to ask policymakers to put in place the most appropriate EU or national policy frameworks leading to significantly increased plasma collection in Europe



PLASMA PROTEIN THERAPEUTICS ASSOCIATION (PPTA)

Coalition group campaign infographics produced in 11 language variations





Your career in cancer research

Working together to defeat cancer





THE INSTITUTE OF CANCER RESEARCH

Student promotional brochure



Why are we scientists?

For a start, science is really interesting!

As a scientist, no day is the same. You might spend your time designing experiments, travelling to conferences, meeting collaborators or writing about your research, as well as doing experiments.

You get to work at the forefront of scientific discovery, doing work that no one has done before. And best of all, as a cancer researcher your discoveries can make a real difference for people with cancer. It's rewarding to help contribute to new treatments for patients.

Studying science can lead to many different job opportunities – and not just in a lab. You could work as a researcher in a university, hospital or private company, set up your own biotech firm, or use the transferrable skills you've gained to get a job outside science itself – everything is possible.

Knowing that we are working to defeat cancer is inspiring.

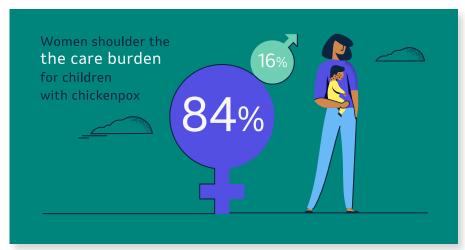
But we also want to inspire the next generation of cancer researchers – people like you.

2



10











Driving Success from Exploration to Offer

JOB SEEKING AND INTERVIEW COACHING PROGRAMME

www.acorncareerconsulting.com +44 7951 741548 Graduating from university with a degree is a huge achievement, worthy of hearty congratulations. Unfortunately, the world has changed. While this was formerly a fast track to an exciting career, the 21st Century job market is fiercer than ever.

In excess of 800,000 new graduates enter the workforce at the conclusion of every academic year. This means that any applicant needs a particular X-Factor to stand apart from the herd and garner the attention of prospective employers.

This alchemy is provided by the Acorn Job Seeking and Interview Coaching Programme. The mission of this programme is simple on paper, but critical in practice. It is built around a bespoke and bailved one-on-one coaching approach, preparing any student or graduate for the realities of searching for - and successfully gaining - employment in their chosen industry.

Let's address the four key steps of the programme – and explain how they will prepare any student or graduate for a fruitful and successful career.



Steps to Success



This programme is completely tallored to the individual enrolee. Naturally, some provisional conversations need to take place. Opening with a telephone conversation, which is followed by a face-to-face meeting, these gain an understanding of the student—their existing skiller, any gaps that would benefit from being filled, and what will be required to successfully find work in a preferred industry, Fully scoredited psychometric test will be administered, highlighting skill and strengths but also pinpointing any areas of upskilling and improvement that will have a possible impact on pilo searching.

2 JOB SEARCHING

Step one will by strong foundations for job seeking. Like all foundations, however, these will need to be built upon. Step 2 will focus on how to conduct a thorough and fruitful search for employment. We'll work together to review why any previous job applications have not yielded the desired results and undertake any necessary retooling to resolve these concerns. This step will also see the reastion of a stelly CV and a Linkeling profile that will capture the imagination of any potential employer. During step 2, ideas start to turn into action.

3 INTERVIEW BOOTCAMP

Arguably the biggest challenge when seeking a job is impressing at interview. Our interview boccarrap will prepare anybody for this experience, ensuring they can help an employer understand why the perfect candidate is sitting on the opposite ideo of a desk. Through the use of mock interviews, we'll ensure that skills and talents are clearly articulated and debilitation never start immact performance at interview are banished.

AFTERCAF

We mentioned perioduly that it's a toogh market out there, and it may be weeks or even months before the interview invited begin rolling in Accordance Considing will not complete the programme and leave a student or graduate Foundering, expected to remember all that views studyed and work things our for themselves, Upon completion of the programme, additional sessions are available for up to a year. These can be used for a poptall, to address and ordinative diseason, or even discuss a worksell exhapse in directly.



Paving the way to a successful future

THE ACORN CAREER DISCOVERY PROGRAMME

www.acorncareerconsulting.com

ACORN CAREER CONSULTINGBusiness start up materials

"All the materials look incredible and I am thrilled. Thank you for going above and beyond!."

ABOUT CANCER IN SCOTLAND





OVERWEIGHT

& OBESE9

BOWEL SCREENING UPTAKE4

57.5%⁵

BREAST SCREENING

CERVICAL SCREENING8

UPTAKE⁶

72.8%



SMOKING PREVALENCE





ADULTS CHILDREN 65%11 29%10

AGE STANDARDISED SURVIVAL - 5 YEAR¹²

51%13



LUNG **BREAST** ♀ **BOWEL PROSTATE** MELANOMA¹⁶

5 MOST COMMON CANCERS¹⁷

To years 7 (2015/16) 8 (age-appropriate coverage, 2017/18) 9 Adults, 16+ 10 (2-15 years), 2017 His doubt 16+, 2017) 12 (2007-11) 13 (relative survival) 14 (Quarter to Sept 2018) 15 (Quarter to Sept 2018) 16 https://www.isdscotland.org/Health-Topics/Cancer/Publications/2018-10-03/Cancer_n_Scotland_surmany_mod 17 (with incidence, 2016)



CANCER RESEARCH UK

Regional materials: infographic as part of a report, and postcard

"We wanted our report to stand out from the crowd. Tracey quickly created a professional and engaging design, with infographics to bring key points to life. Everyone was very pleased with the result."

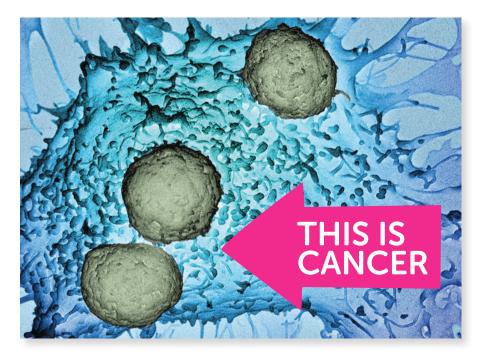




LEARN TO SWIM

Original illustration for postcard and poster





CANCER RESEARCH UK

Event promotion

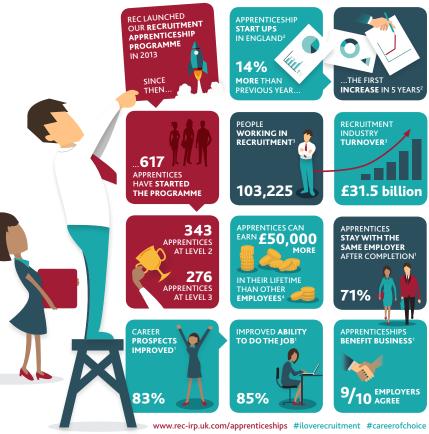
"Tracey put forward some excellent design ideas and was patient and flexible with any changes required.
The result was exactly what we had hoped for."



APPRENTICESHIPS IN RECRUITMENT

Building the future of our industry





REFERENCES: 1 gov.uk.com 2014/15 2 parliament.uk.com 2014/15 3 Recruitment Industry Trends Survey 2014/15 4 Sutton Trust



RECRUITMENT EMPLOYMENT CONFEDERATION Infographics



NATIONAL CANCER RESEARCH INSTITUTE

Strategy brochure

"The quality of the designs is always extremely good and the service is quick and efficient."



Together we will:

Ensure a coordinated portfolio of research related to cancer

Seize opportunities and address challenges in research relevant to cancer

Improve the quality and relevance of research related to cancer

Accelerate translation of cancer-related research into practice





- a strong, unified related to cancer
- We can speak with We involve people affected by cancer at helping us to drive
 - We foster a culture of information sharing and collaboration within the cancer research funding community that fuels our progress
- Our Executive team drives the Partnership, identifies collaborative opportunities and coordinates activities









THE FRANCIS CRICK INSTITUTE

Brochure

"Tracey was a pleasure to work with, she completed the work highly professionally and on deadline. I wouldn't hesitate to recommend her services to others."





What do older people want from cancer services?

Type of cancer, geography, socioeconomic status, gender and ethnicity all play a role in shaping needs and outcomes, regardless of age. The needs and preferences of active older people in otherwise good health can be very different from those of people lising with faulty and eather hadsh prodifferent.

Macmillan's research on older people's attitudes to cancer found that older people living with cancer just as likely to feel positive about their health, age and life as older people living without cancer. Very few older people in the survey reported that they declined treatment.



The findings indicated that older prople feel positive about their prospects following a cancel diagnosis and wart access to available appropriate treatment and support. The research abour indicated the materialism independence is just as important as maintaining health for older people, whereas marinarism petablist to be primary concern for younger people with cancer. These preferences have important implications for the role of the current and future woodforce, and schools findings from other work that cancer excises need to focus on the older person with cancer, not just on treating the current.

care indicate that older people can have worse experience. Data from the National Cancer Patient Experience Survey indicates that people aged over 75 years are less likely to have access to a clinical name specialist or to have been given information on the side effects of treatment but conversely are more likely to people have Studies have also identified that older people have a high trust in health care professionals and that they are often conscious that professionals seem very busy and lacking in time ?

> Older people living with cancer are just as likely to feel positive about their health, age and life as older people living without cancer

ERGBrochure







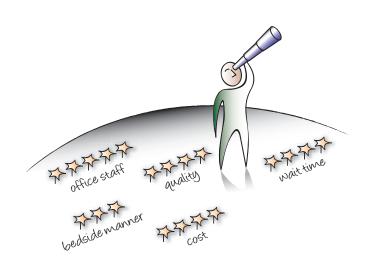


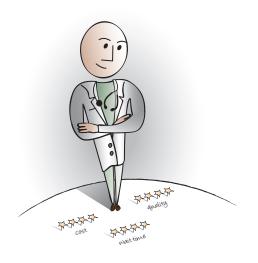
XIMBIOPromotional flyer



COOLSCHOOL

Original illustration work for children's educational website









BEYOND THE STARS

Part of a series of illustrations for a medical review website











LOGO DESIGN

Various original logo designs













LOGO DESIGN

Various original logo designs











Various original logo designs



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