



*Alex Champion · Graphic Design & Art Direction*

# Update

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*Alex Champion · Graphic Design & Art Direction*

*From Digital TV to Mobile, Web  
& Branding, It's been a busy  
and hugely exciting few months.*

*Here's some samples of recent work.  
If you like what you see here,  
get in touch...*

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*skype: hardalun*

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*email: alex@alexchampiondesign.com*

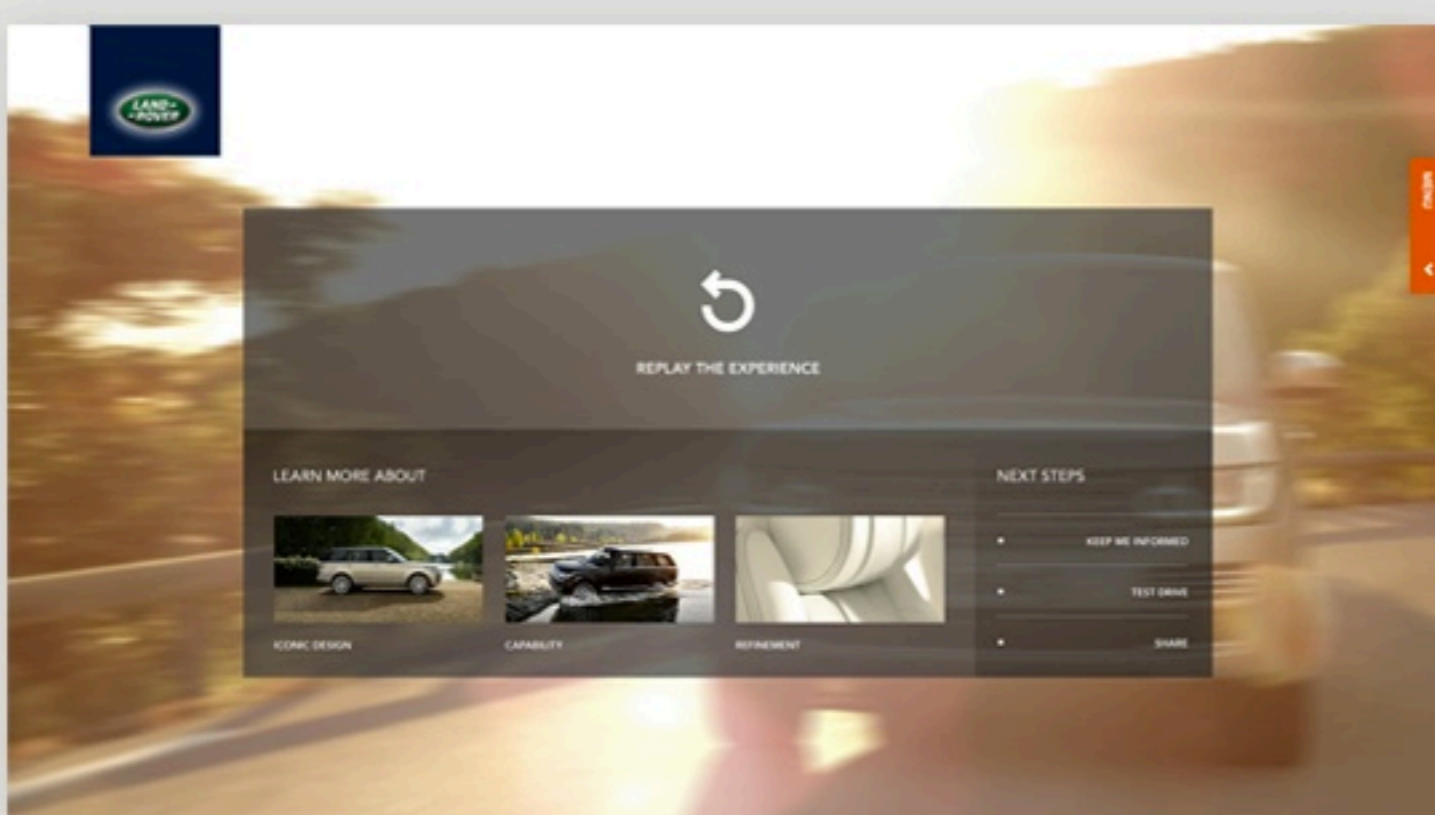
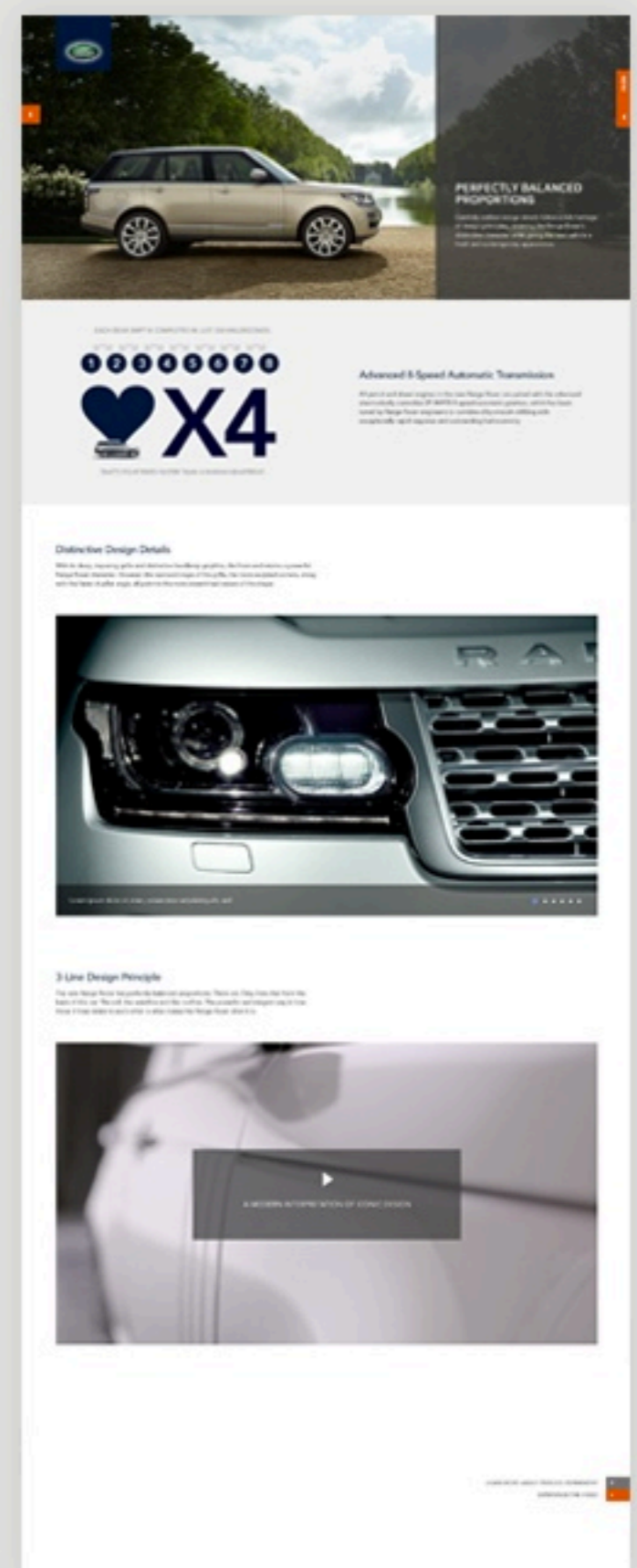
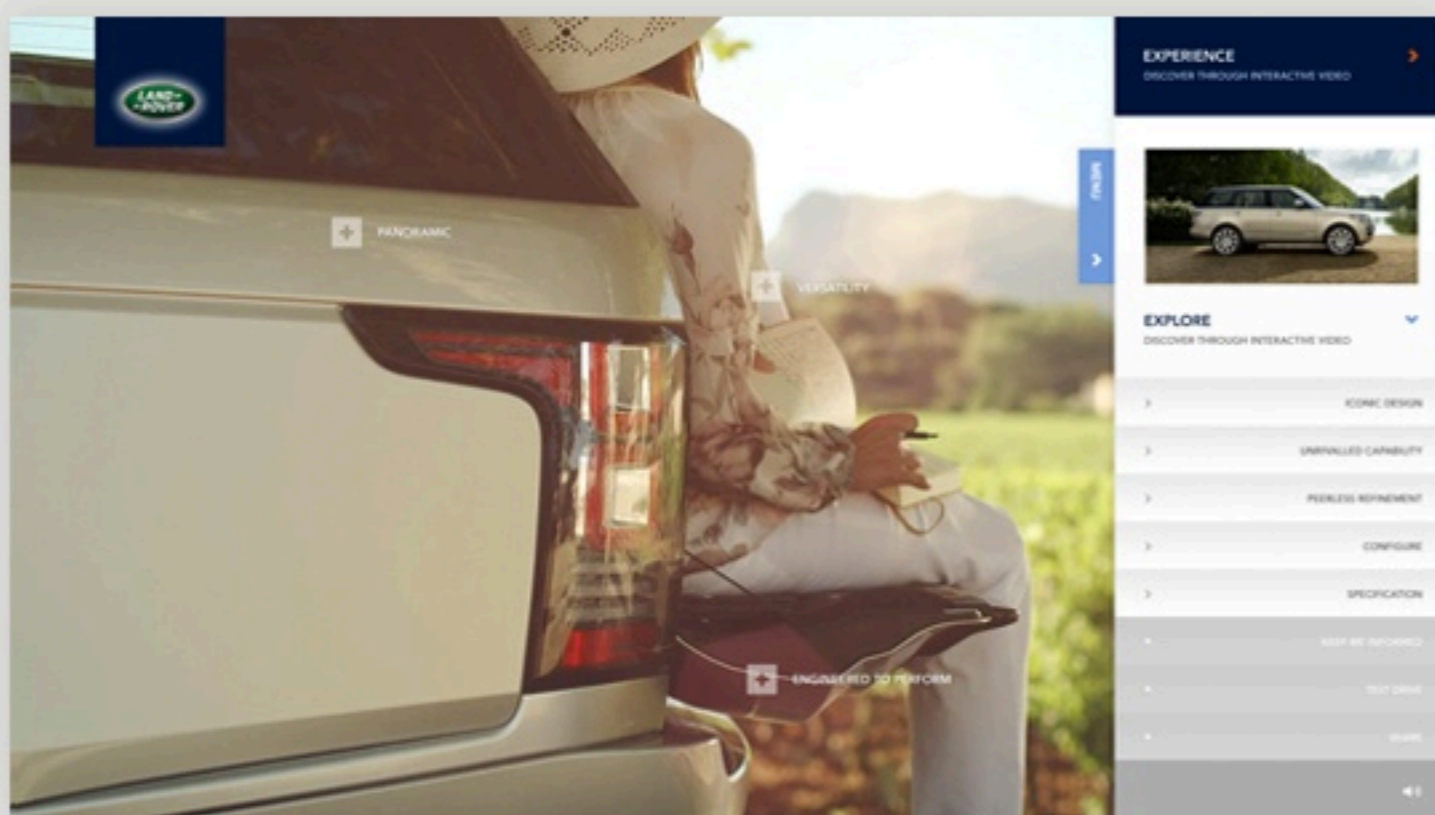
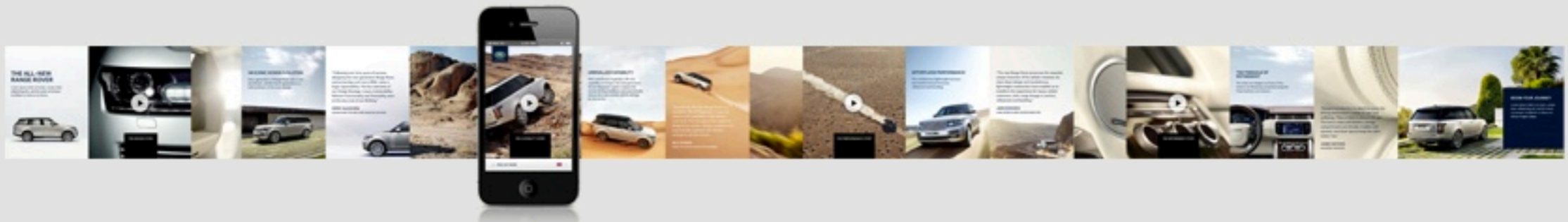
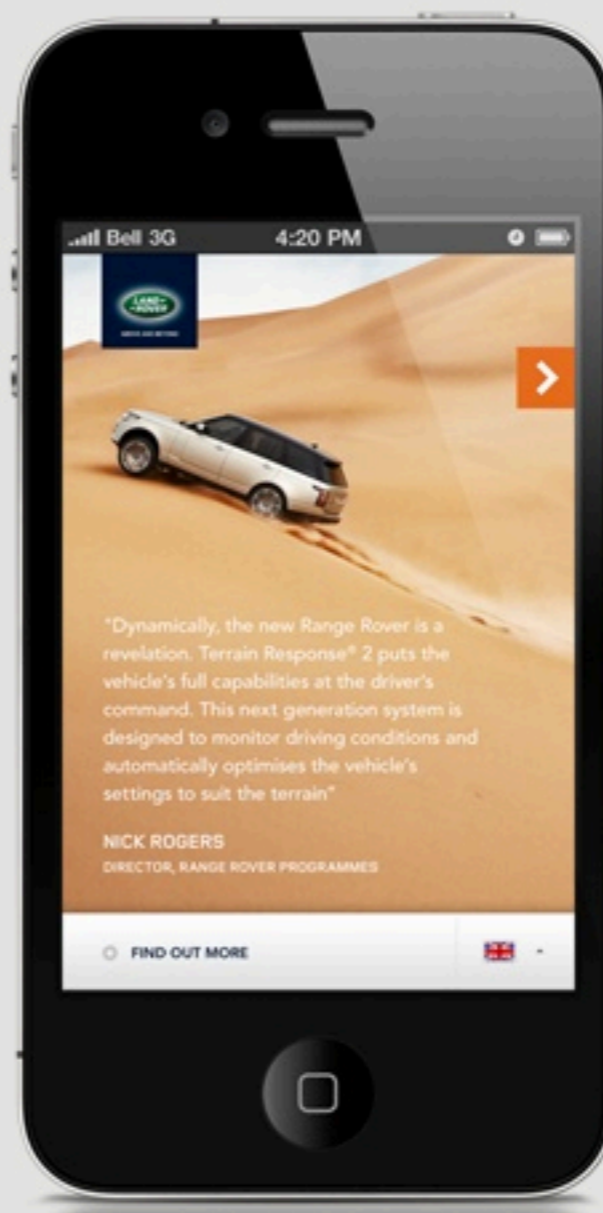
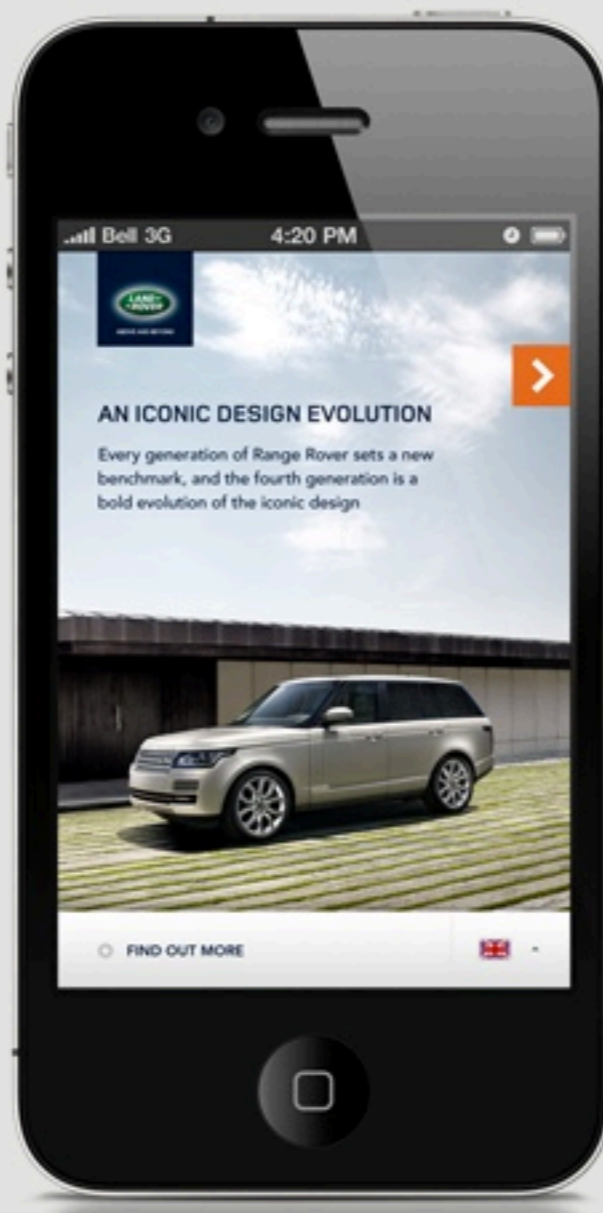
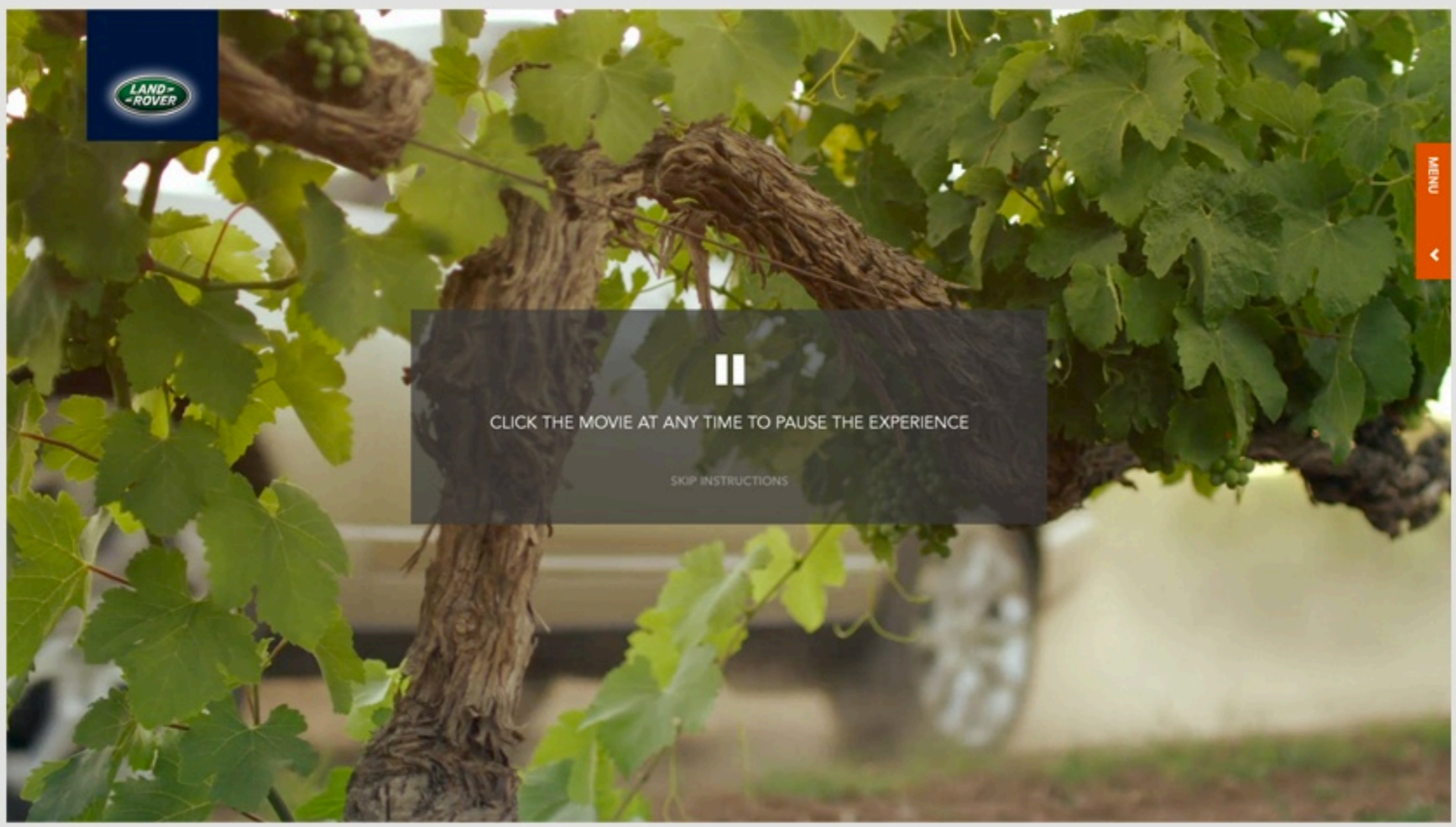
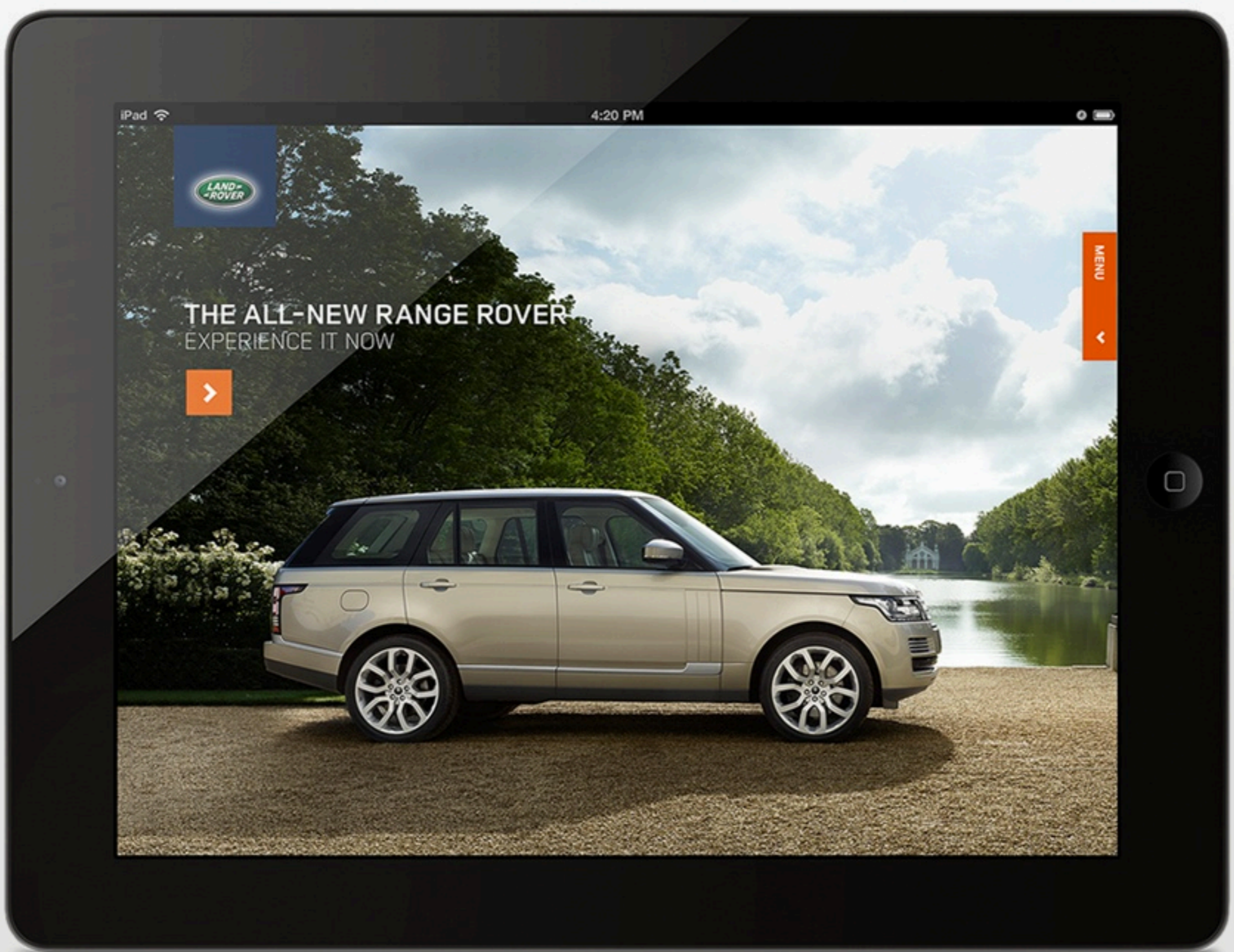
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*phone: +44 (0)7530 011584*



# Range Rover

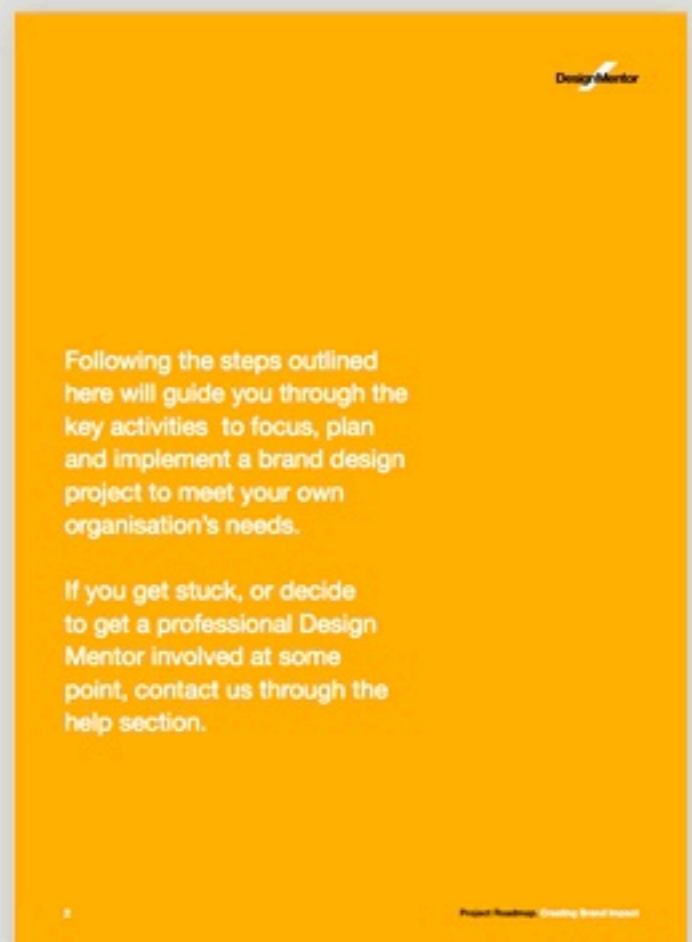
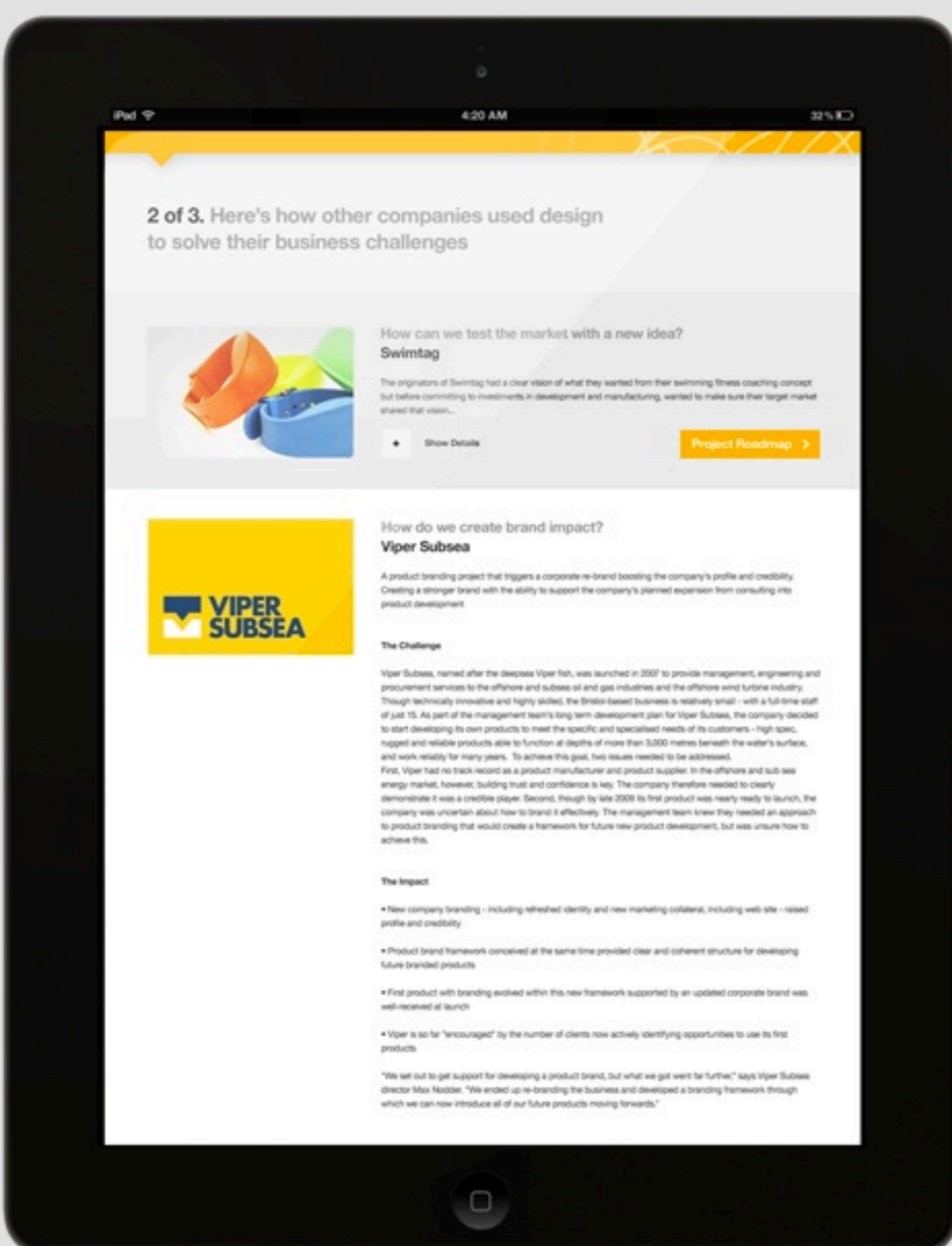
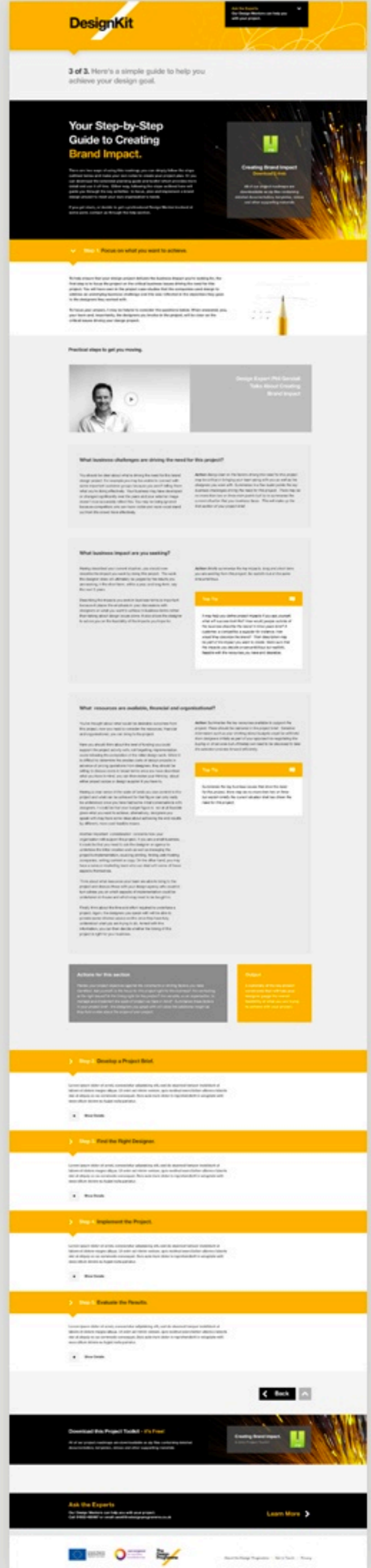
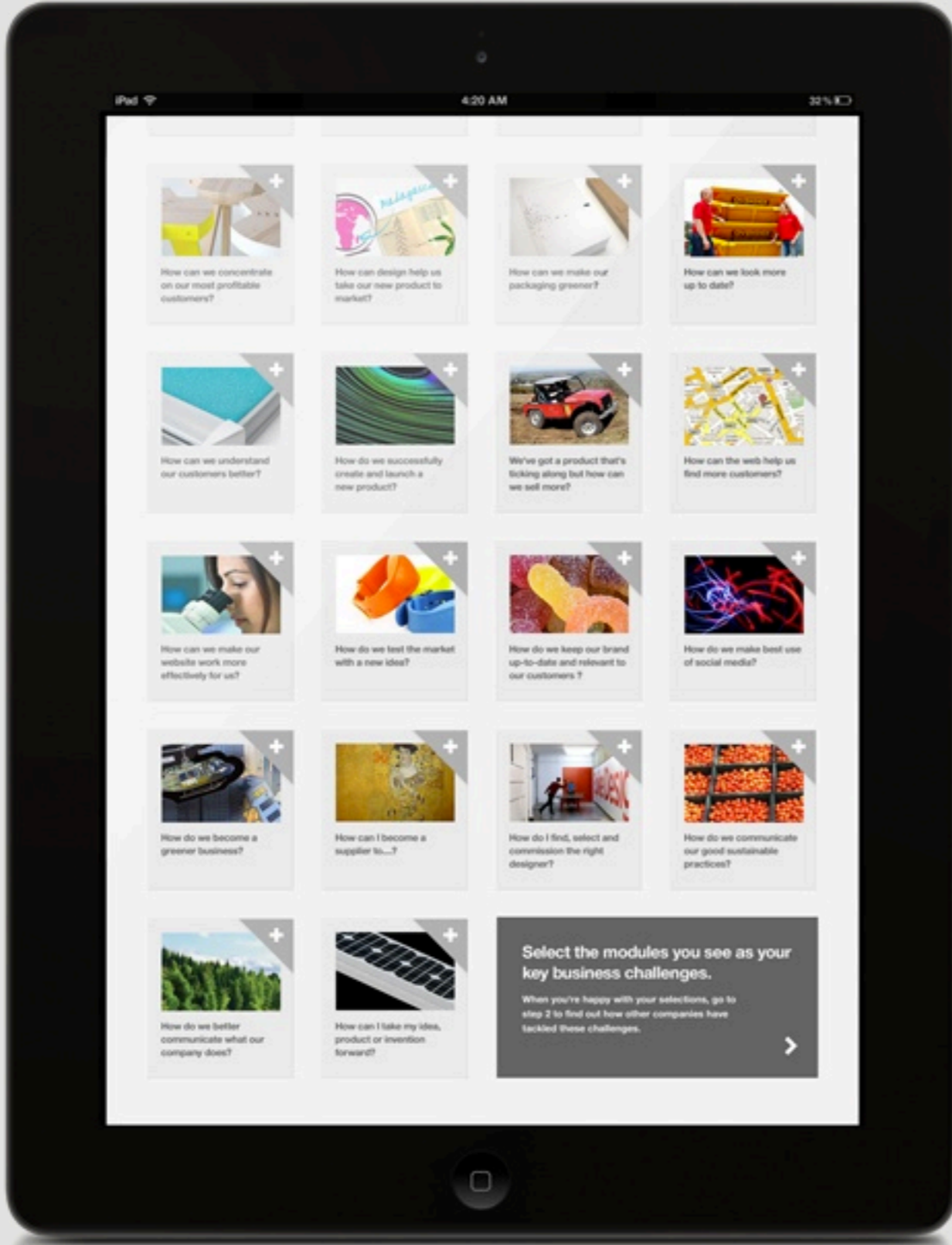
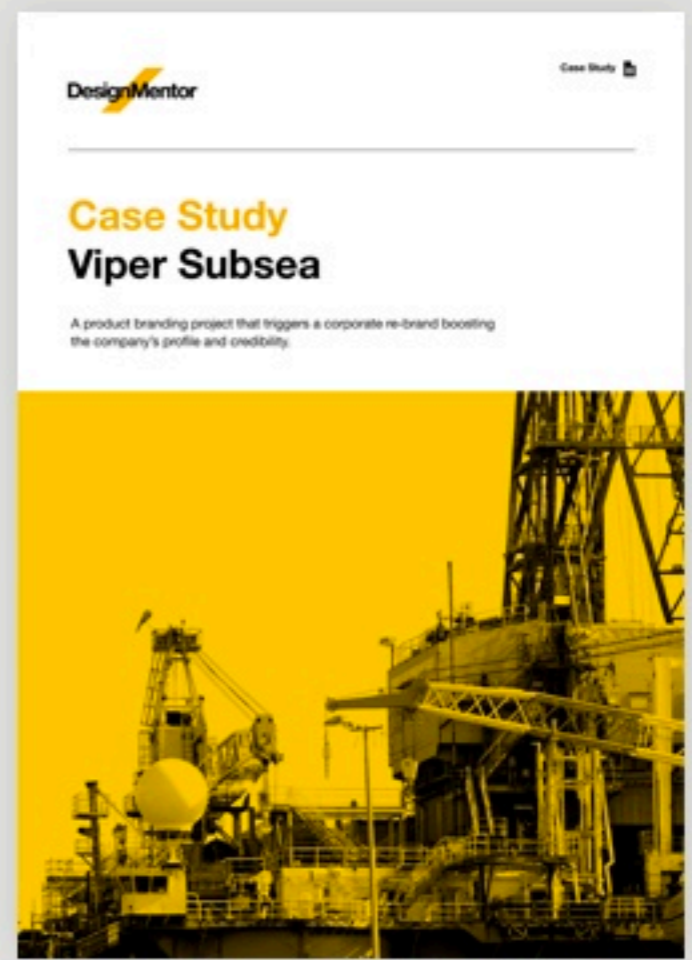
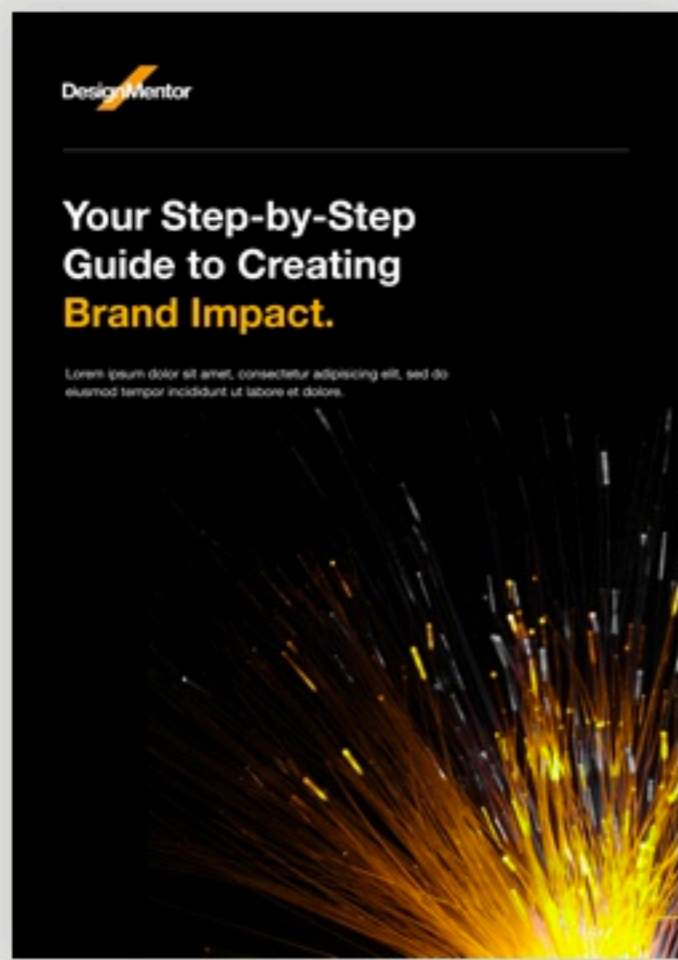
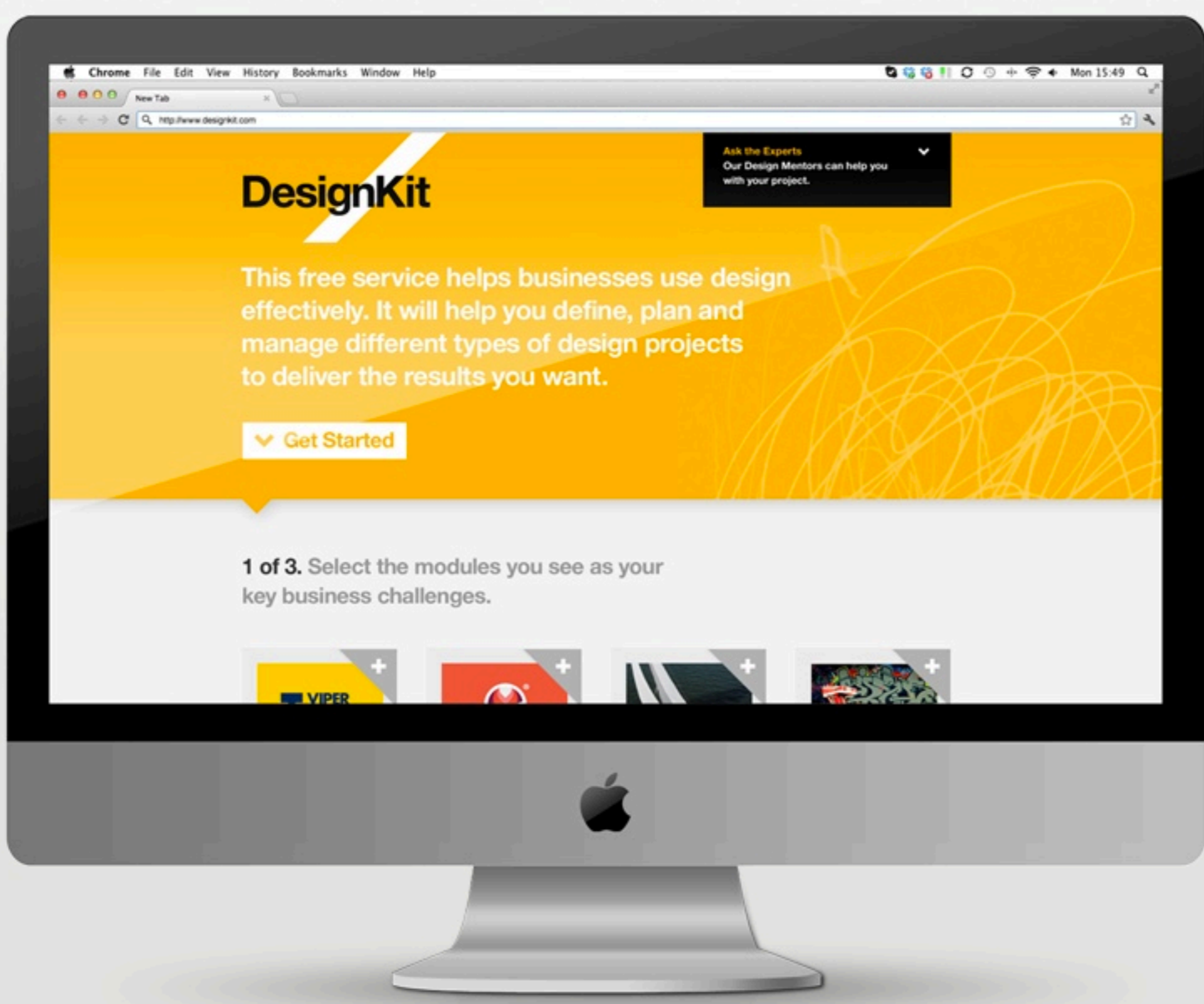
The All New Range Rover • Campaign Site





# DesignKit

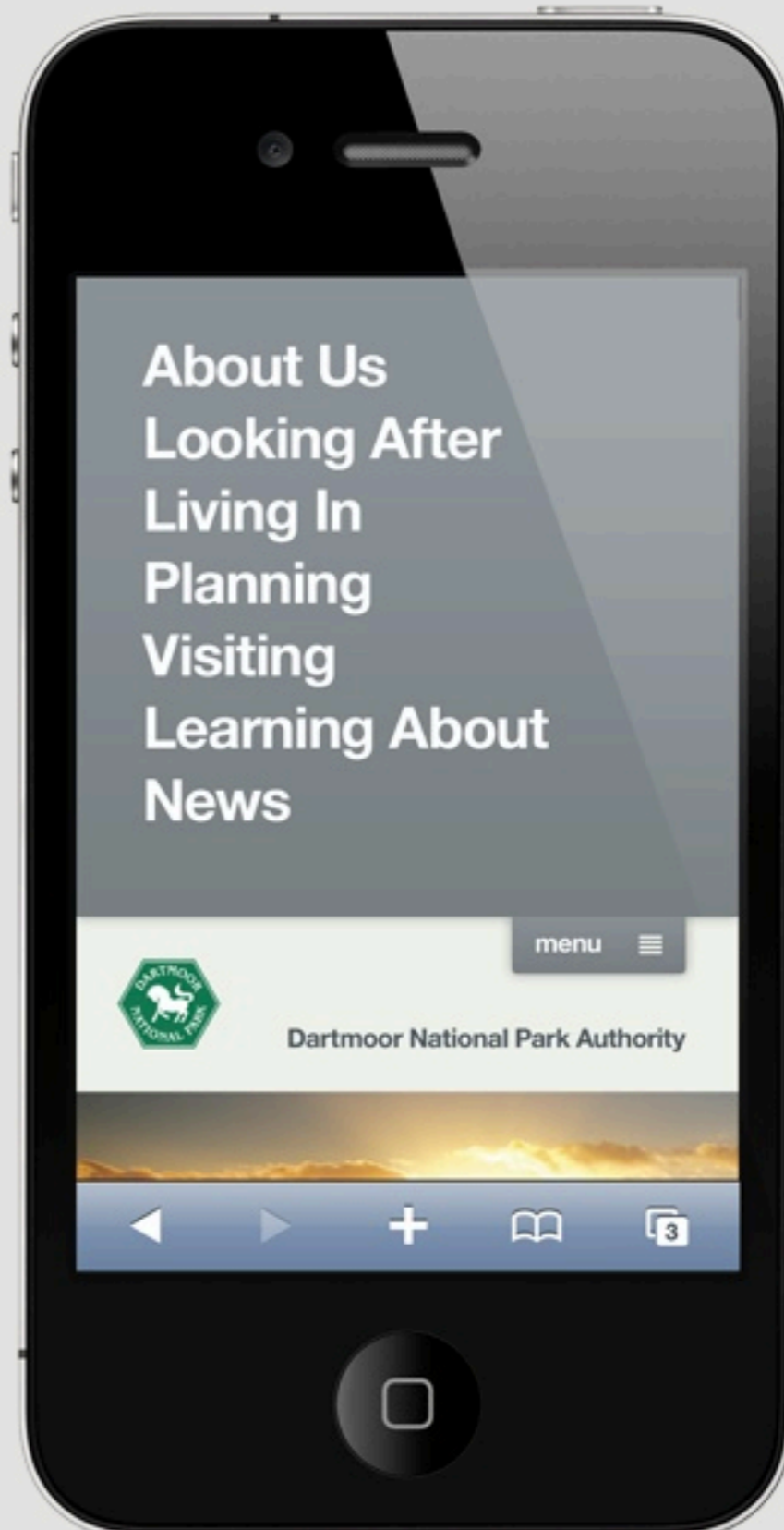
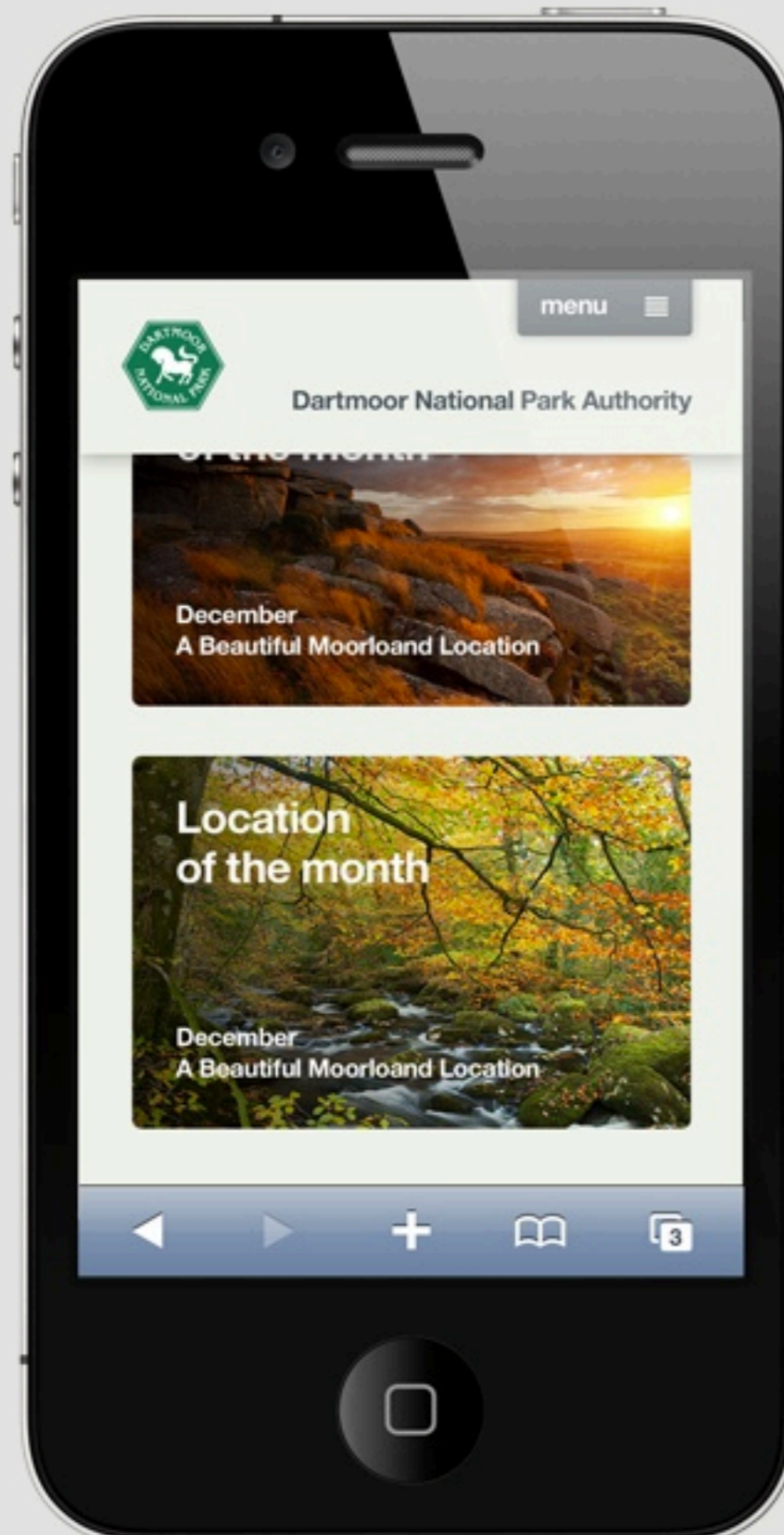
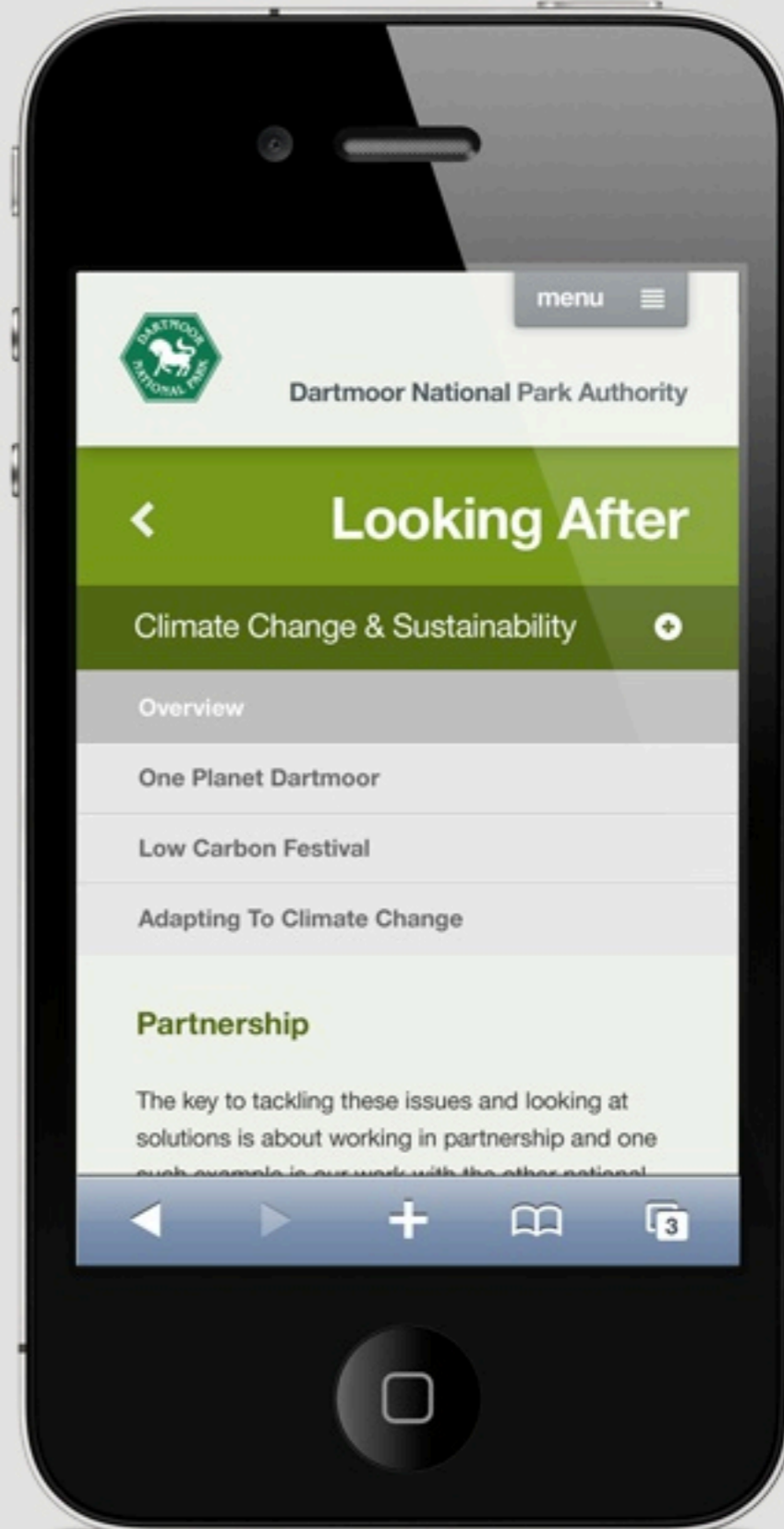
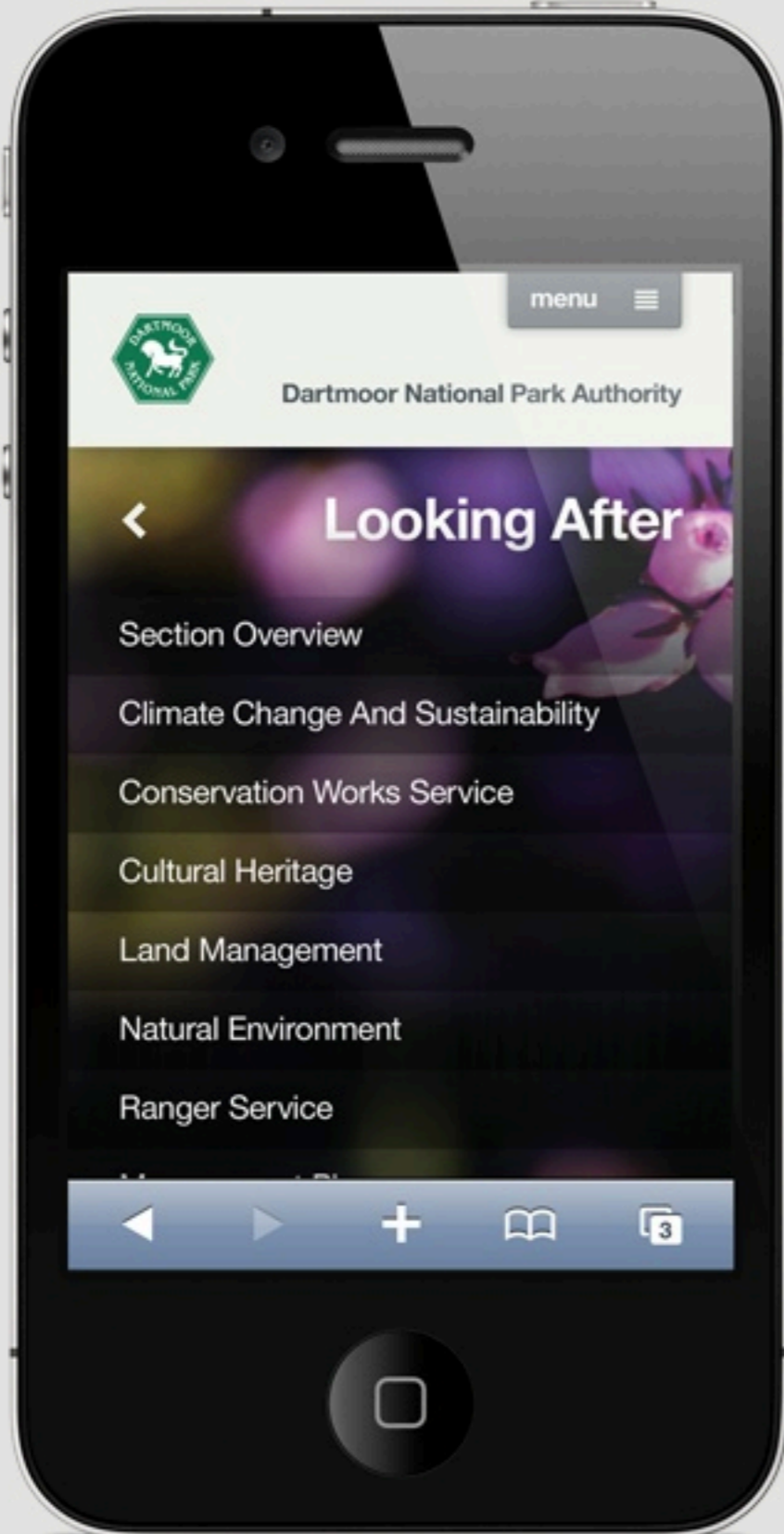
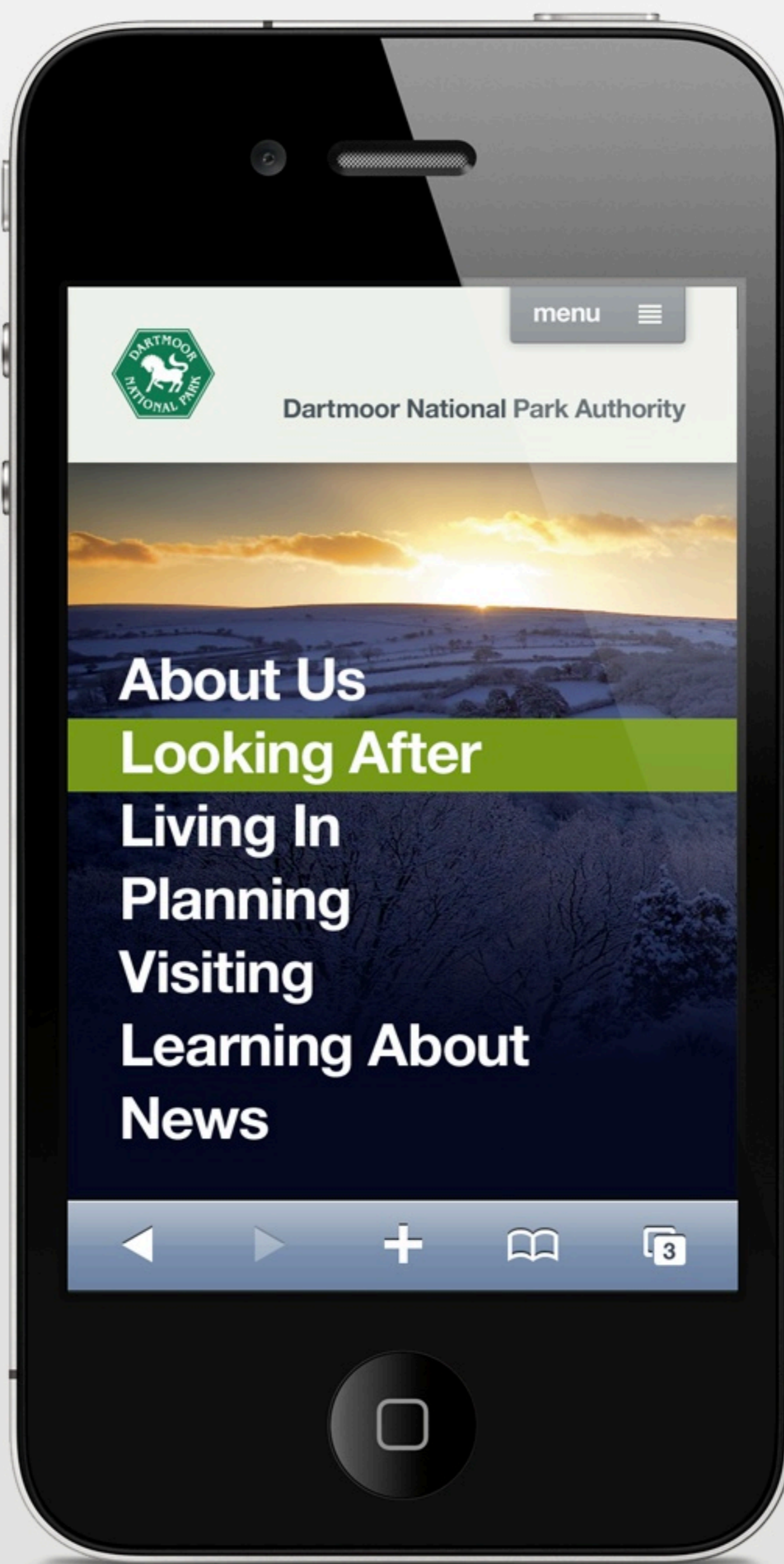
Design Consultancy Service • Interface Design & Art Direction





# Dartmoor NPA

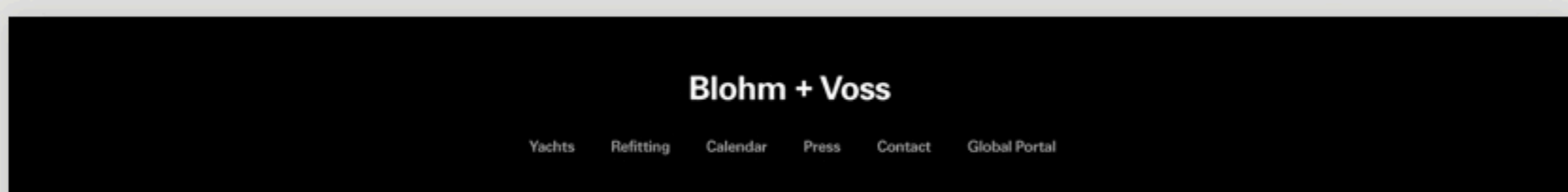
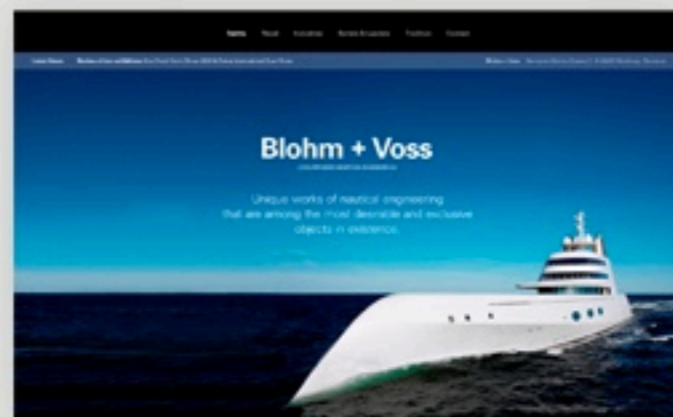
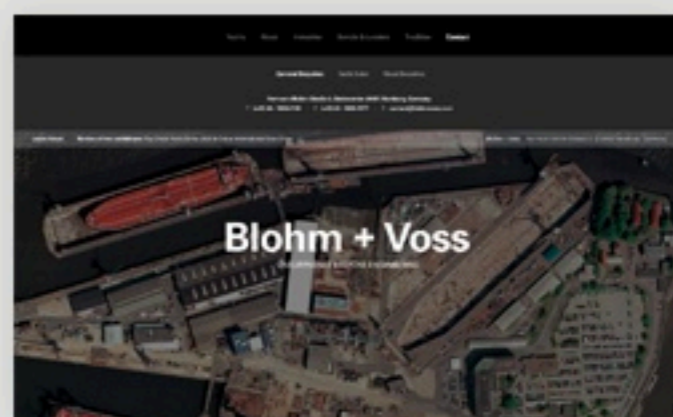
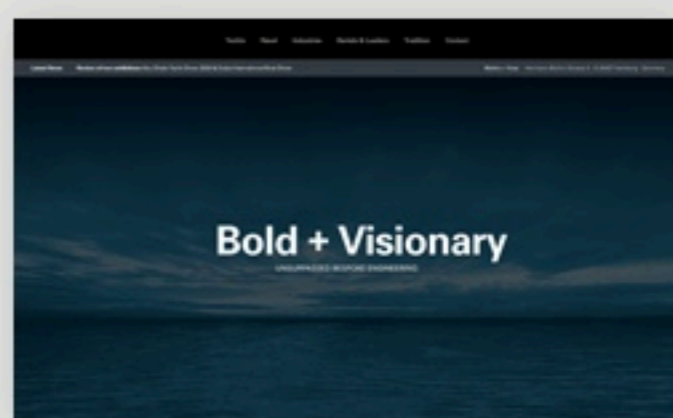
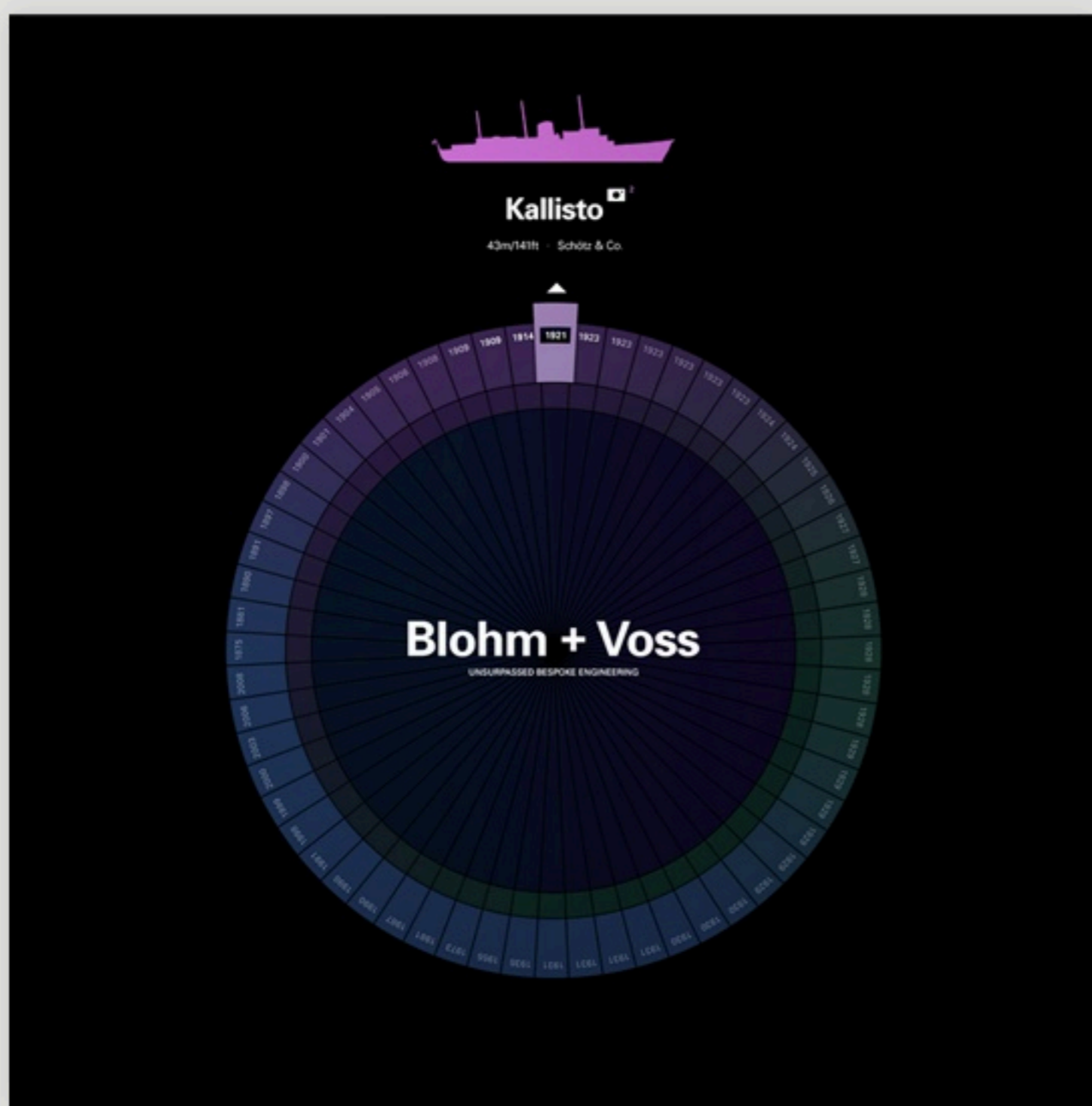
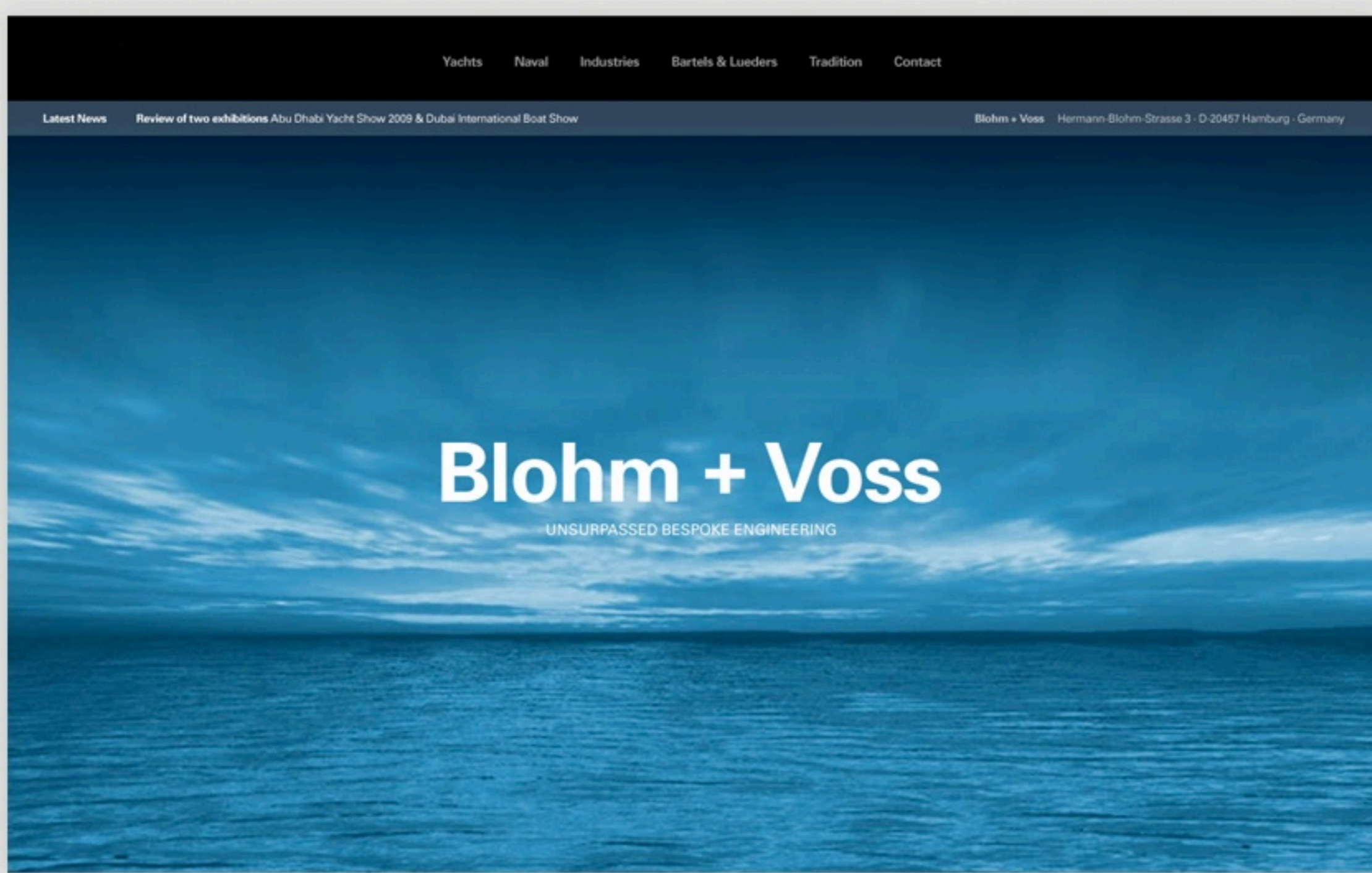
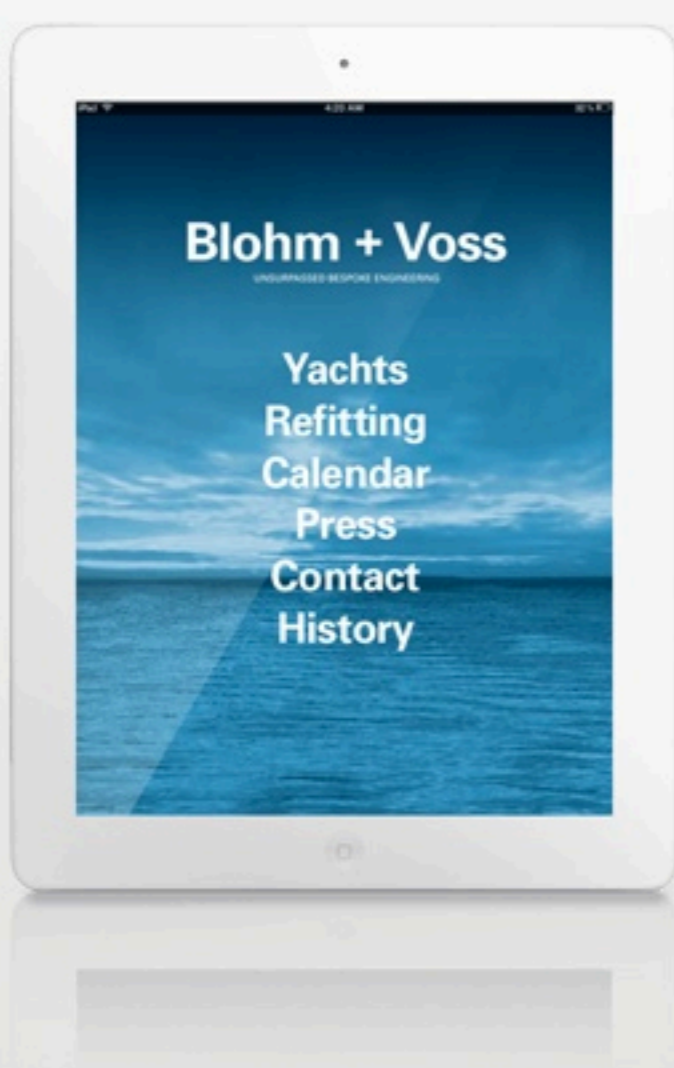
Mobile Website • Interface Design & Art Direction





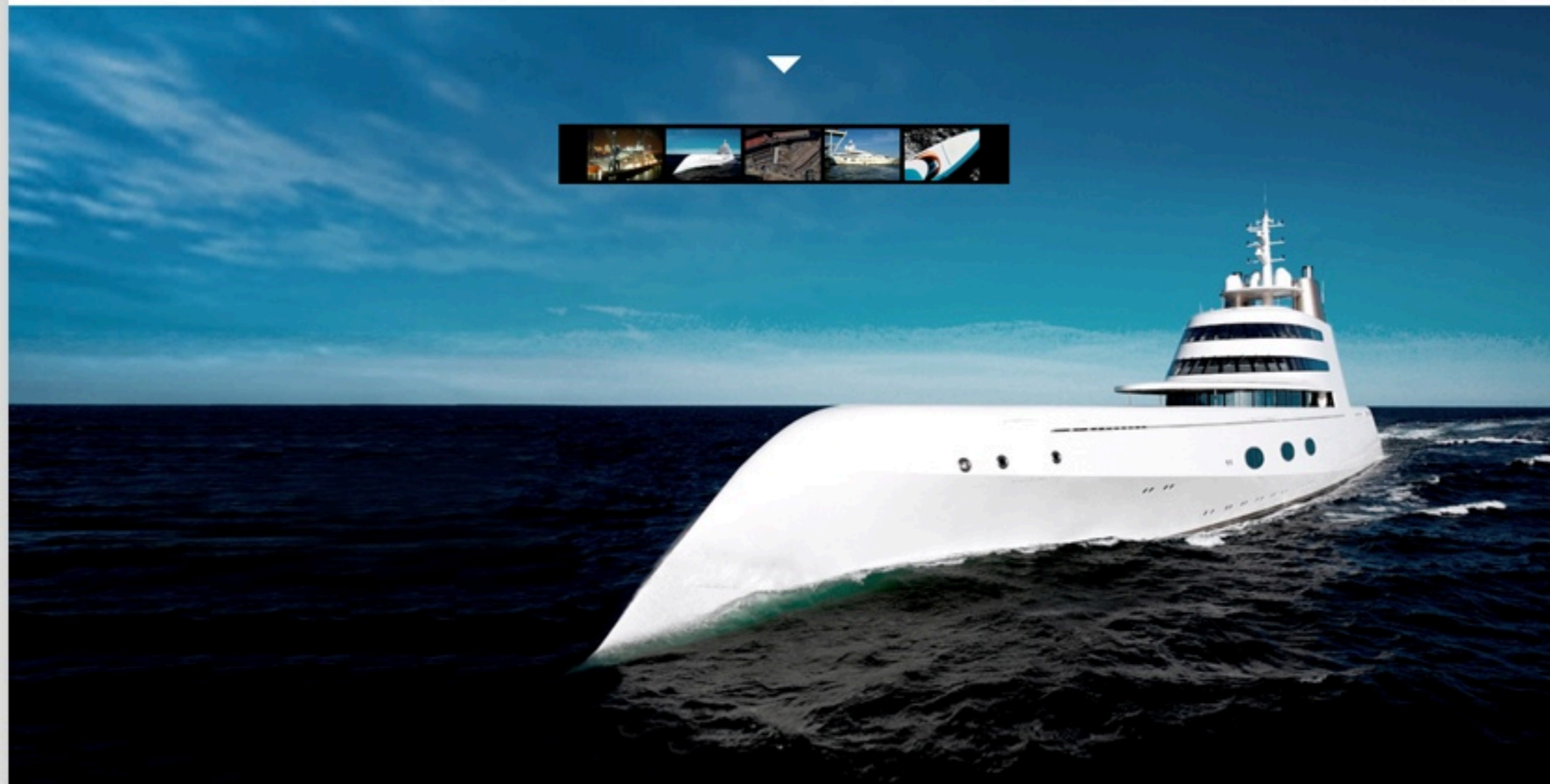


Global Online & Mobile Platform Concept • Art Direction & Production



# Bold + Visionary

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Unique works of nautical engineering that are among the most desirable and exclusive objects in existence.

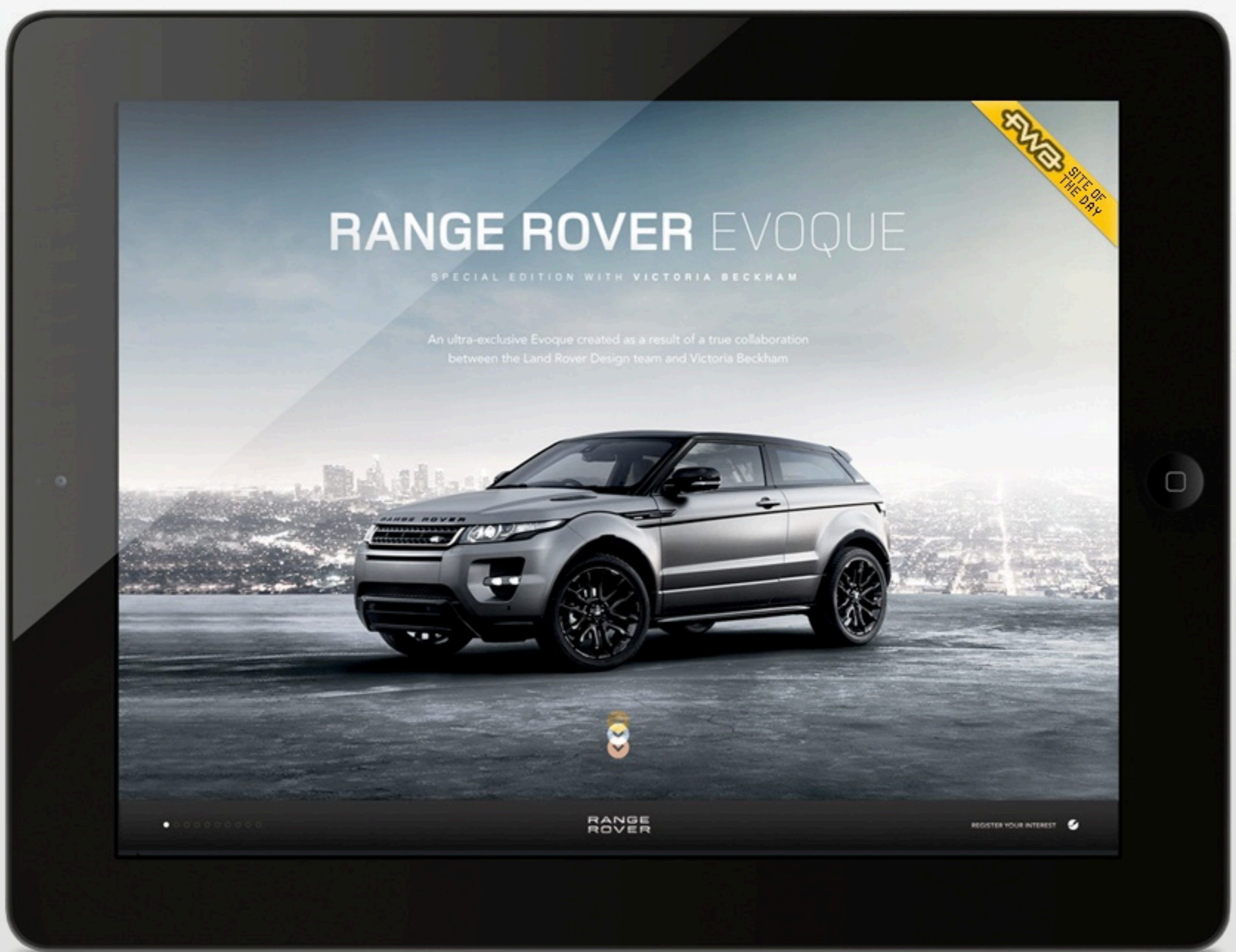


Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

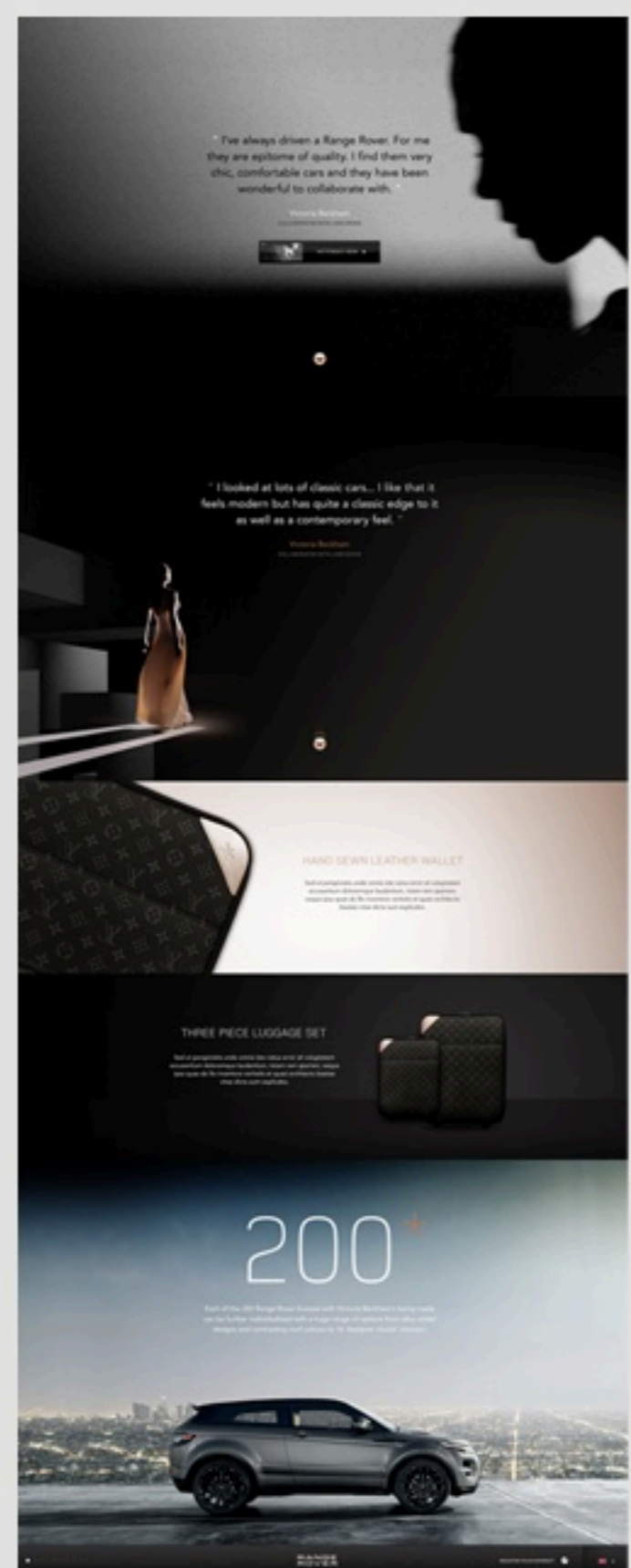
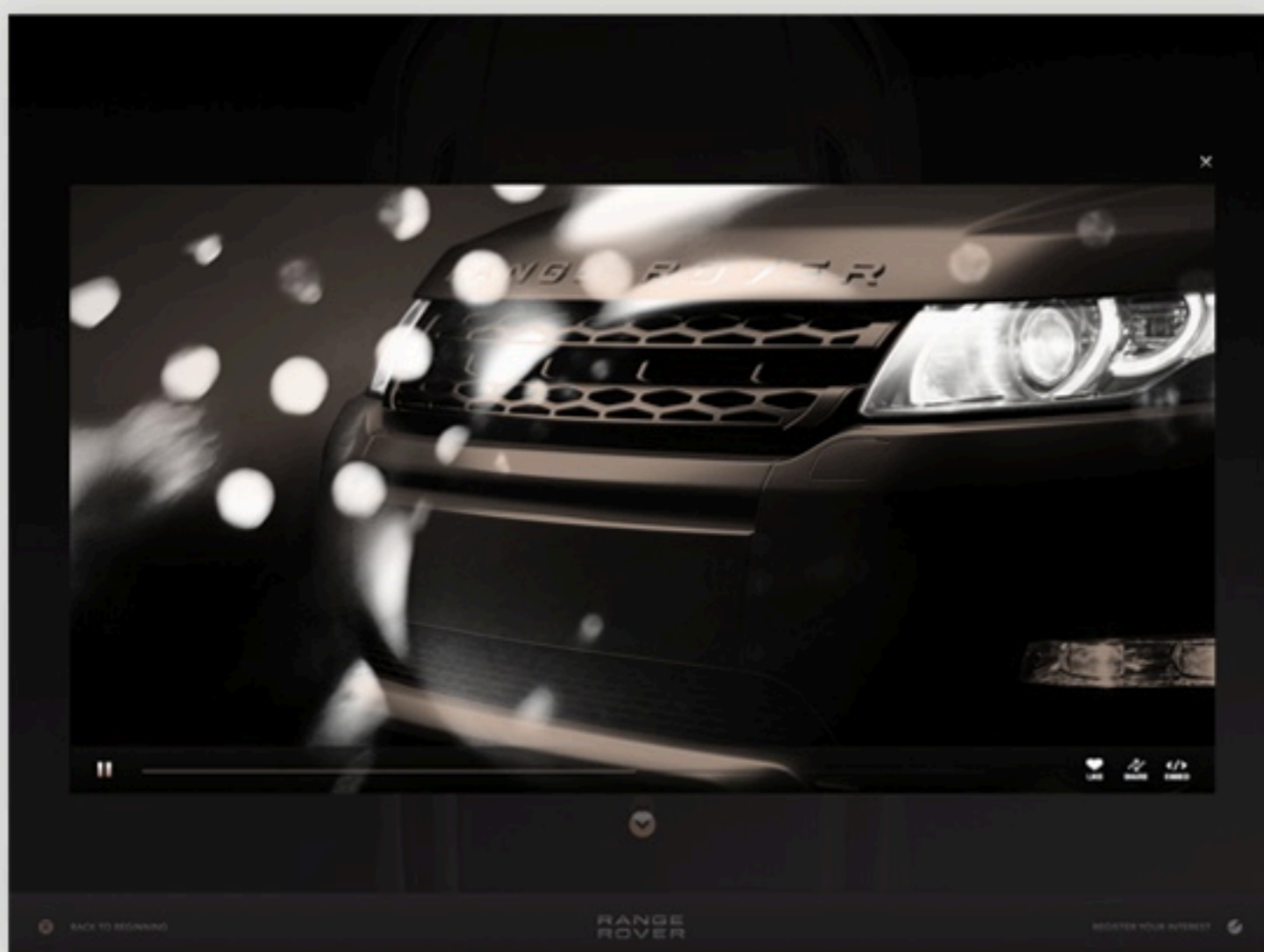
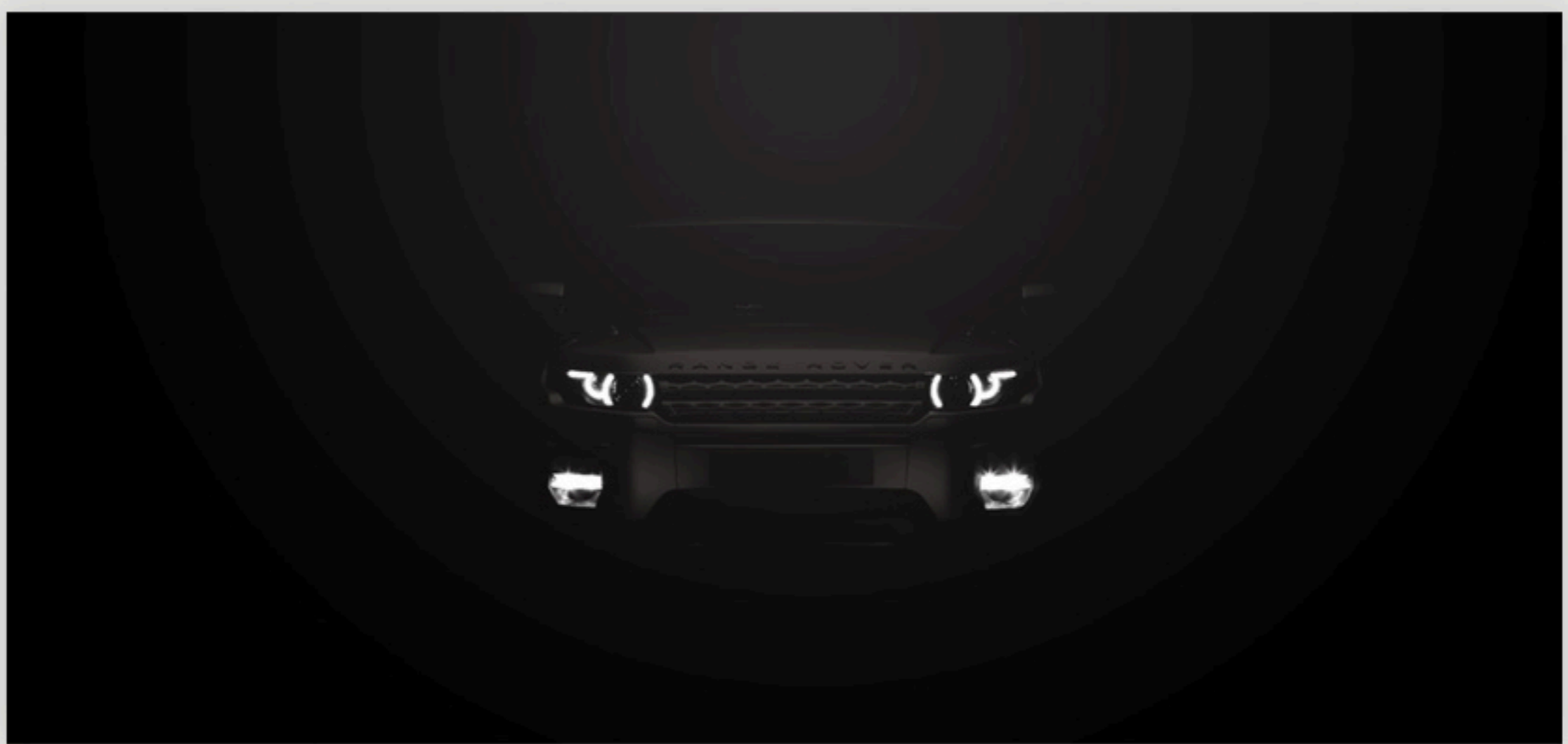


# Evoque

Range Rover Evoque with Victoria Beckham · Campaign Site



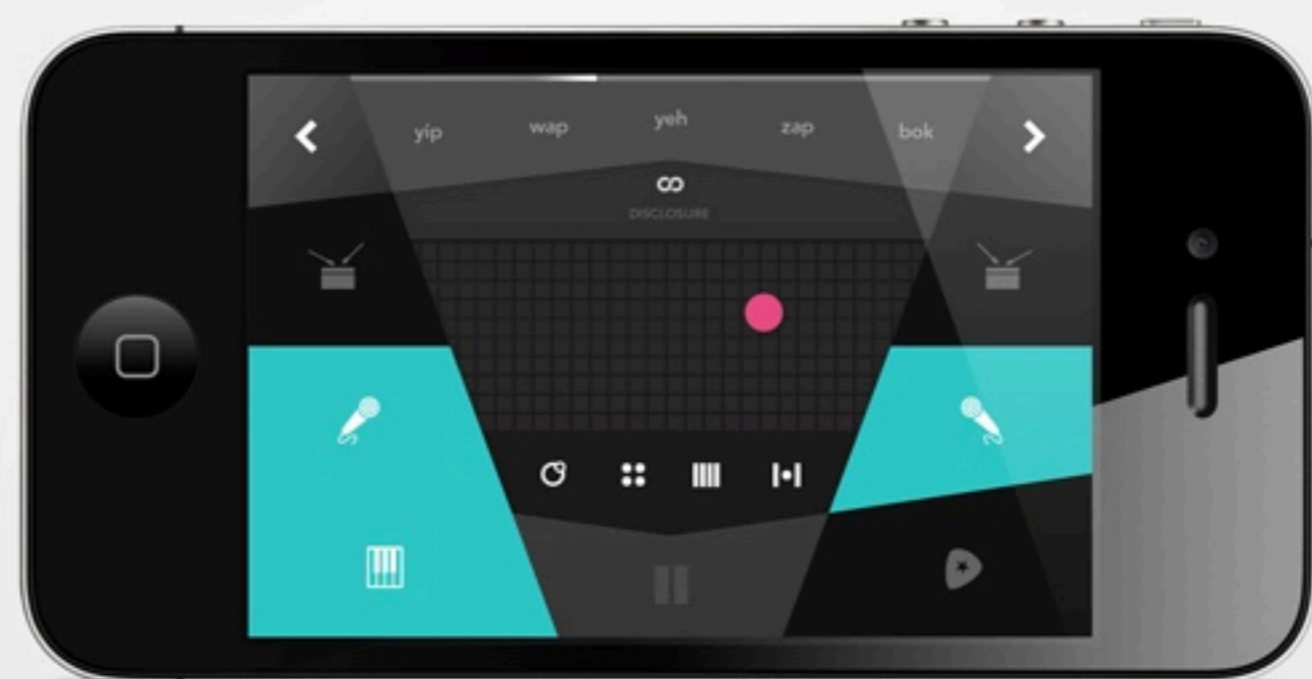
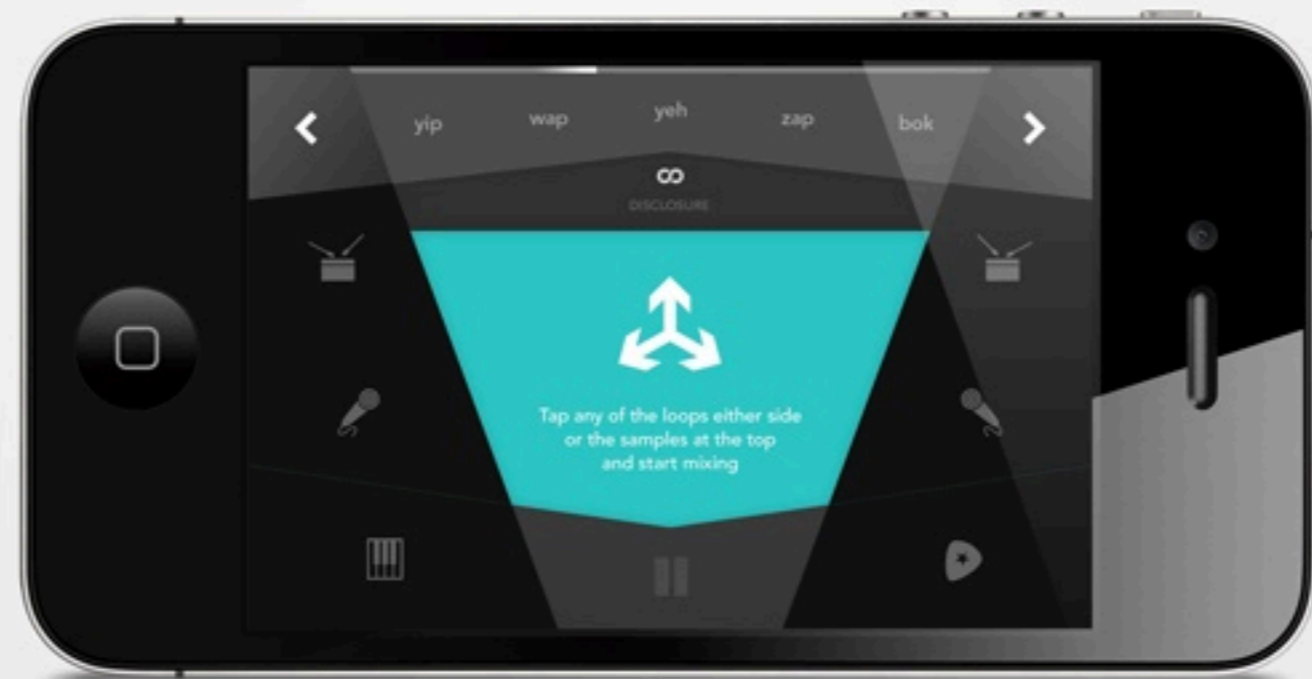
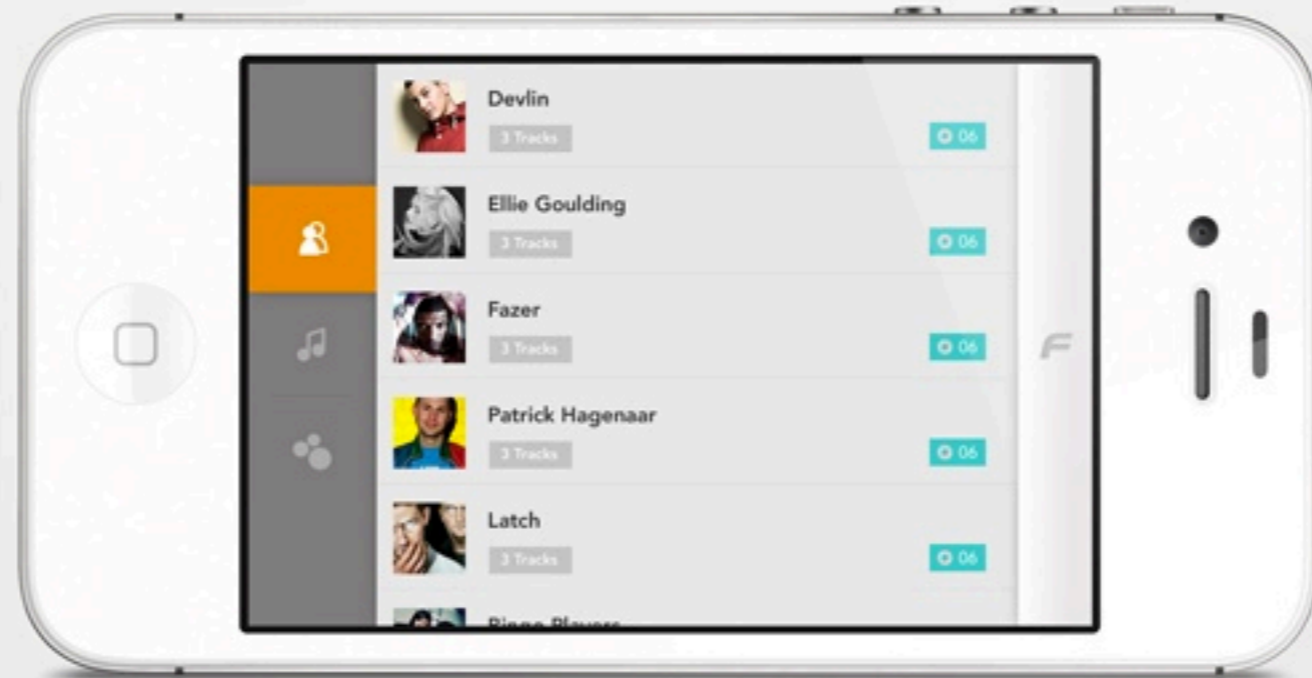
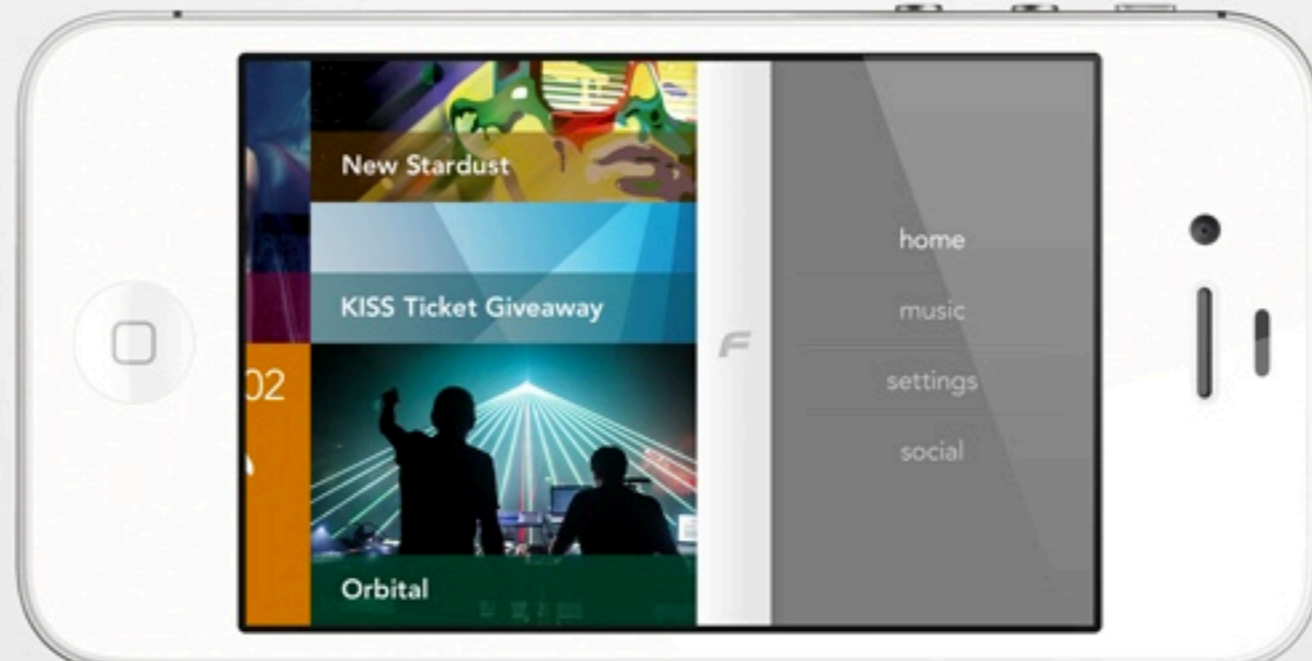
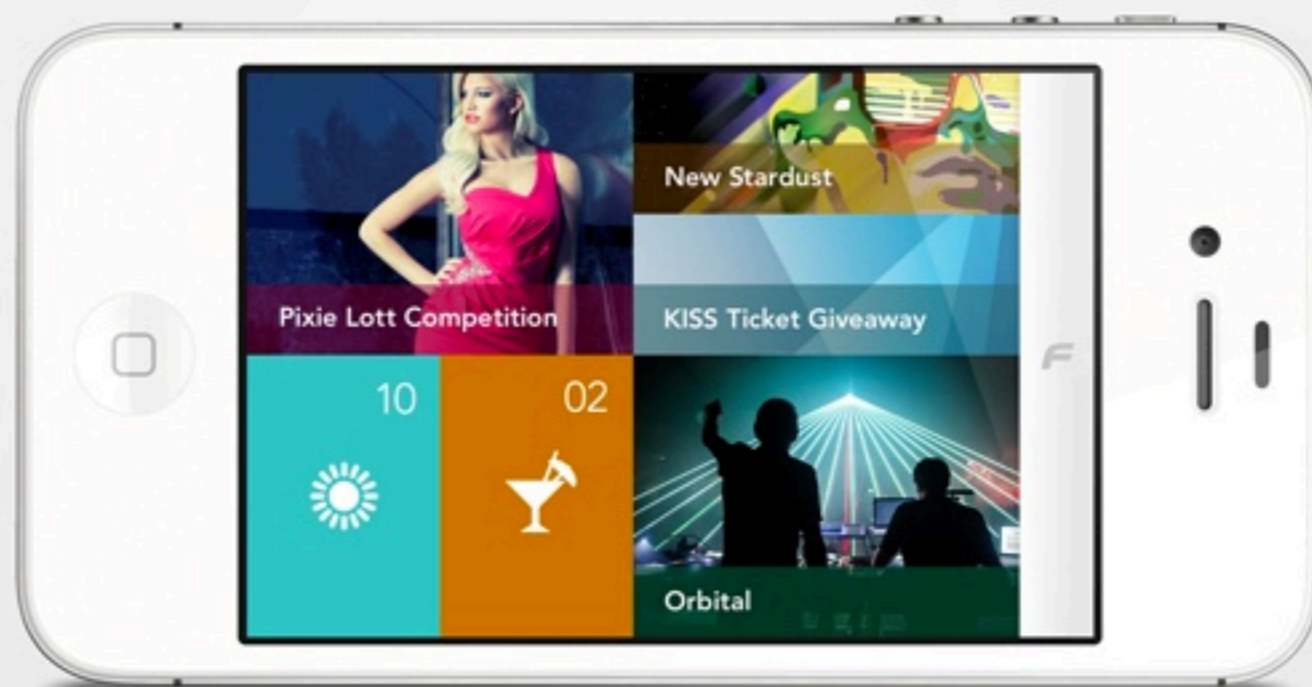
Communication Arts Webpick 06.11.12 · FWA Site of the Day 05.15.12 · Dope Award 05/21/12





# Fireplayer

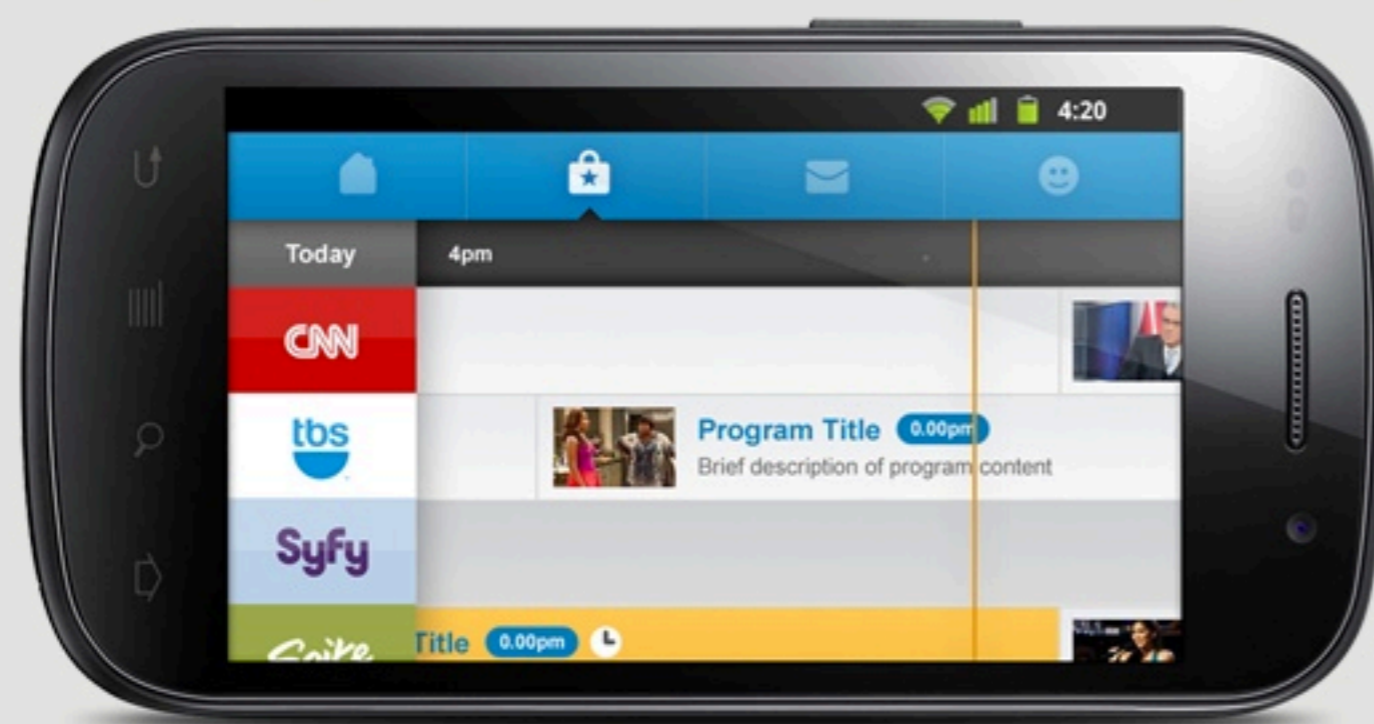
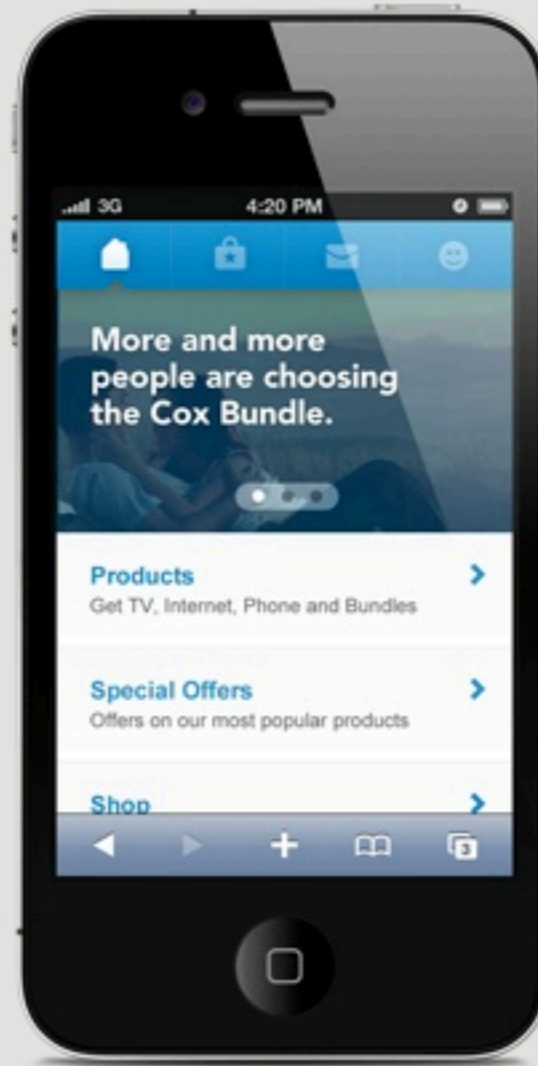
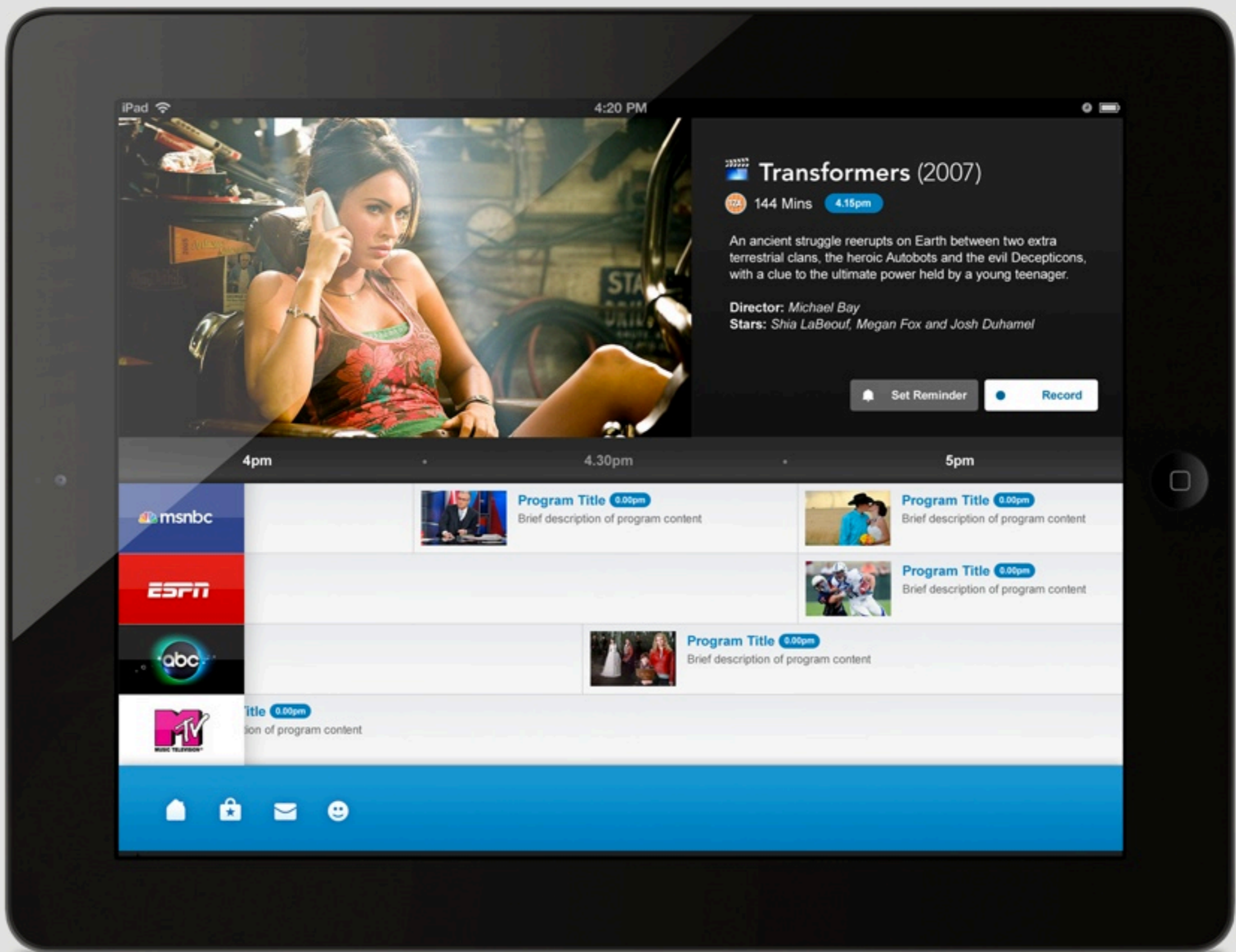
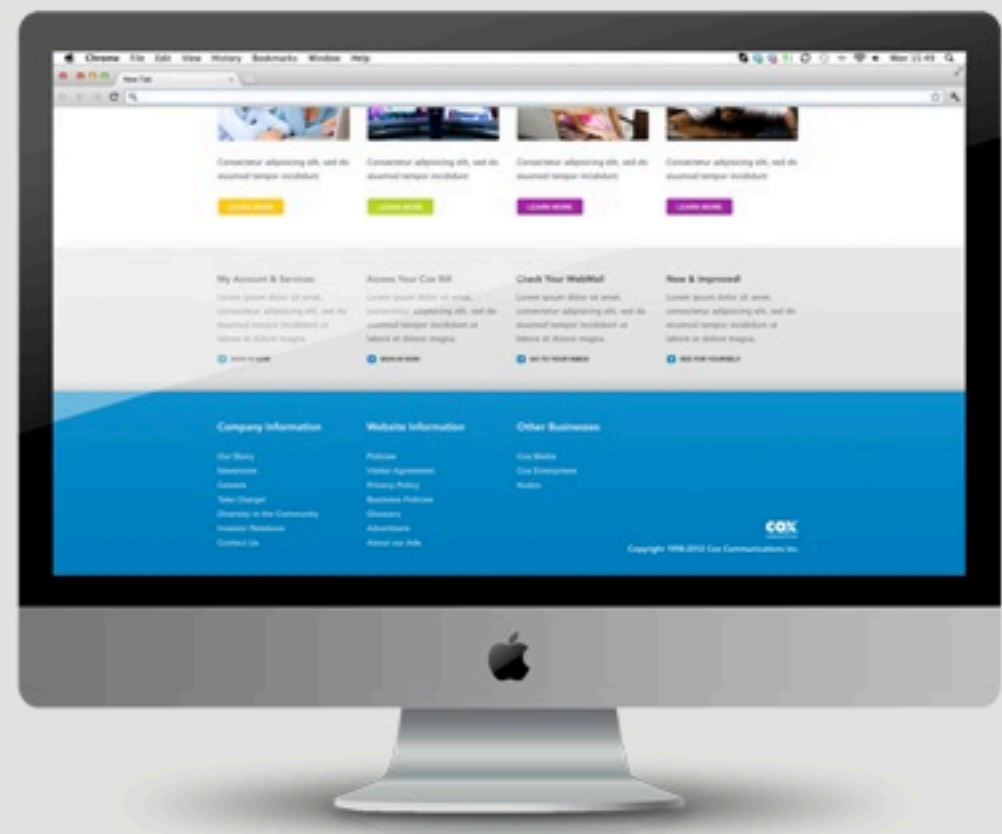
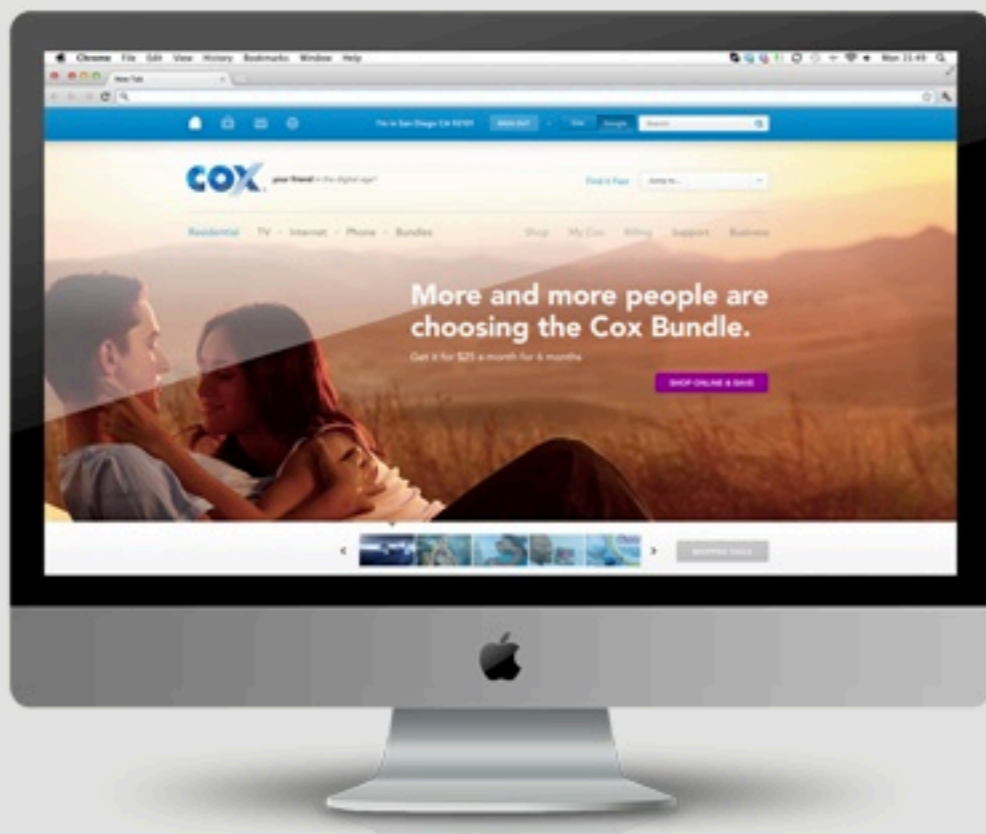
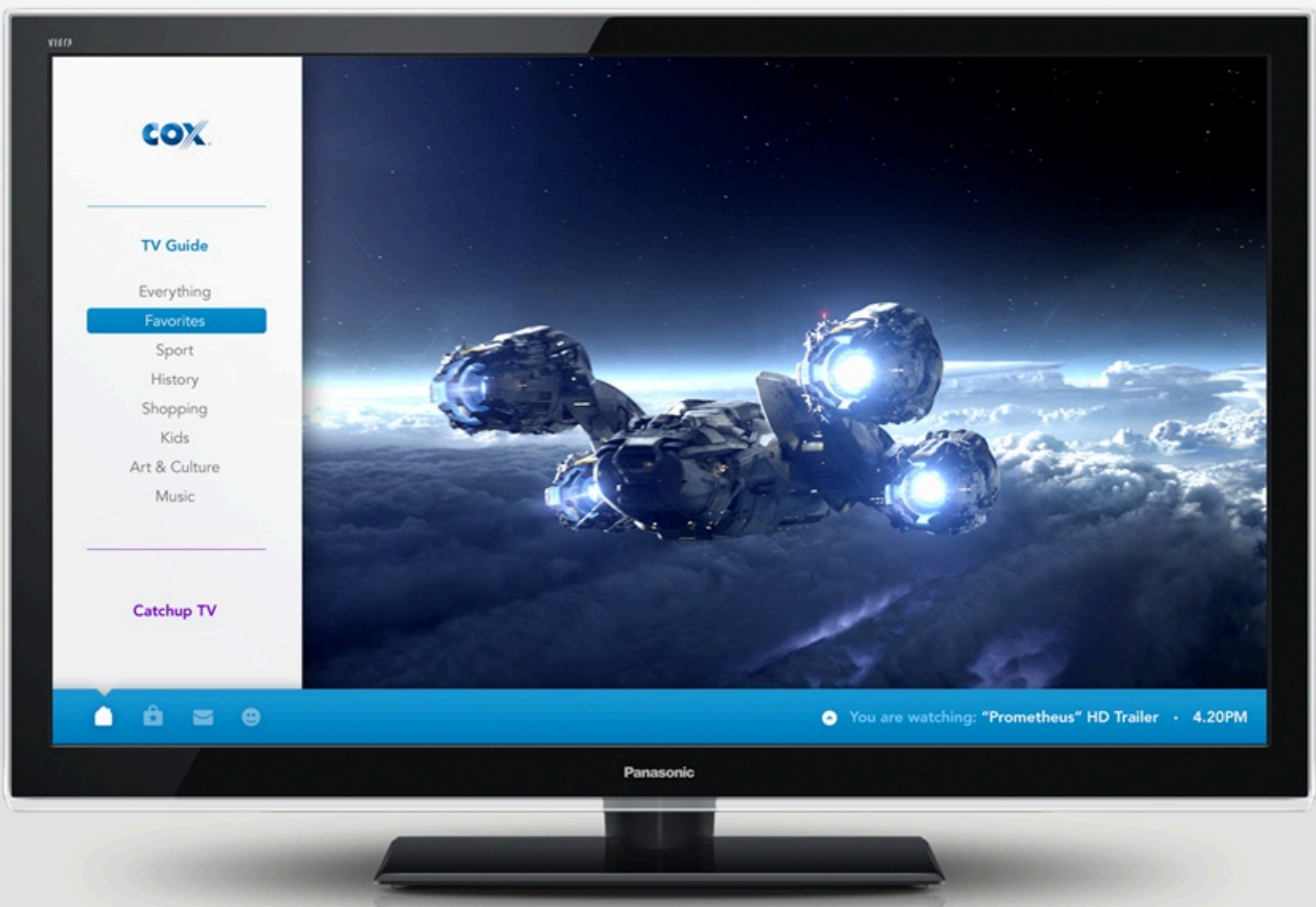
Music Remixer App • Interface Design & Art Direction





# Cox

Mobile / Set-top / Web Interface • In Production





# Ford

Global Online Platform • Concept Work



at a glance explore the focus **personalise** cost

1.4 Zetec S. £12,595 **finance**

### fiesta

Body Shape  2 Door Hatchback

Colours **Bright Green (Metallic)**


Engine & Transmission

Options

Interior

Navigation arrows: <<<<<< >>>>>>



### focus

1.6 Zetec S. £15,595 **finance**

Navigation arrows: <<<<<< >>>>>>

### personalise

1.6 Zetec S. £15,595 **finance**

Navigation arrows: <<<<<< >>>>>>

### focus

1.6 Zetec S. £15,595 **finance**

Navigation arrows: <<<<<< >>>>>>

### Focus

1.6 Zetec S. £15,595 **finance**

Navigation arrows: <<<<<< >>>>>>

### Focus

1.6 Zetec S. £15,595 **finance**

Navigation arrows: <<<<<< >>>>>>

### WHAT CAR?

1.6 Zetec S. £15,595 **finance**

Navigation arrows: <<<<<< >>>>>>

at a glance explore the focus **personalise** cost

1.6 Zetec. £15,595 **finance**

**reveal**

Navigation arrows: <<<<<< >>>>>>

at a glance explore the focus **personalise** cost

2.0 Zetec S. £17,595 **finance**

### focus

Drawer One  2 Door Hatchback

Colours **Bright Green (Metallic)**


Drawer Three

Drawer Four

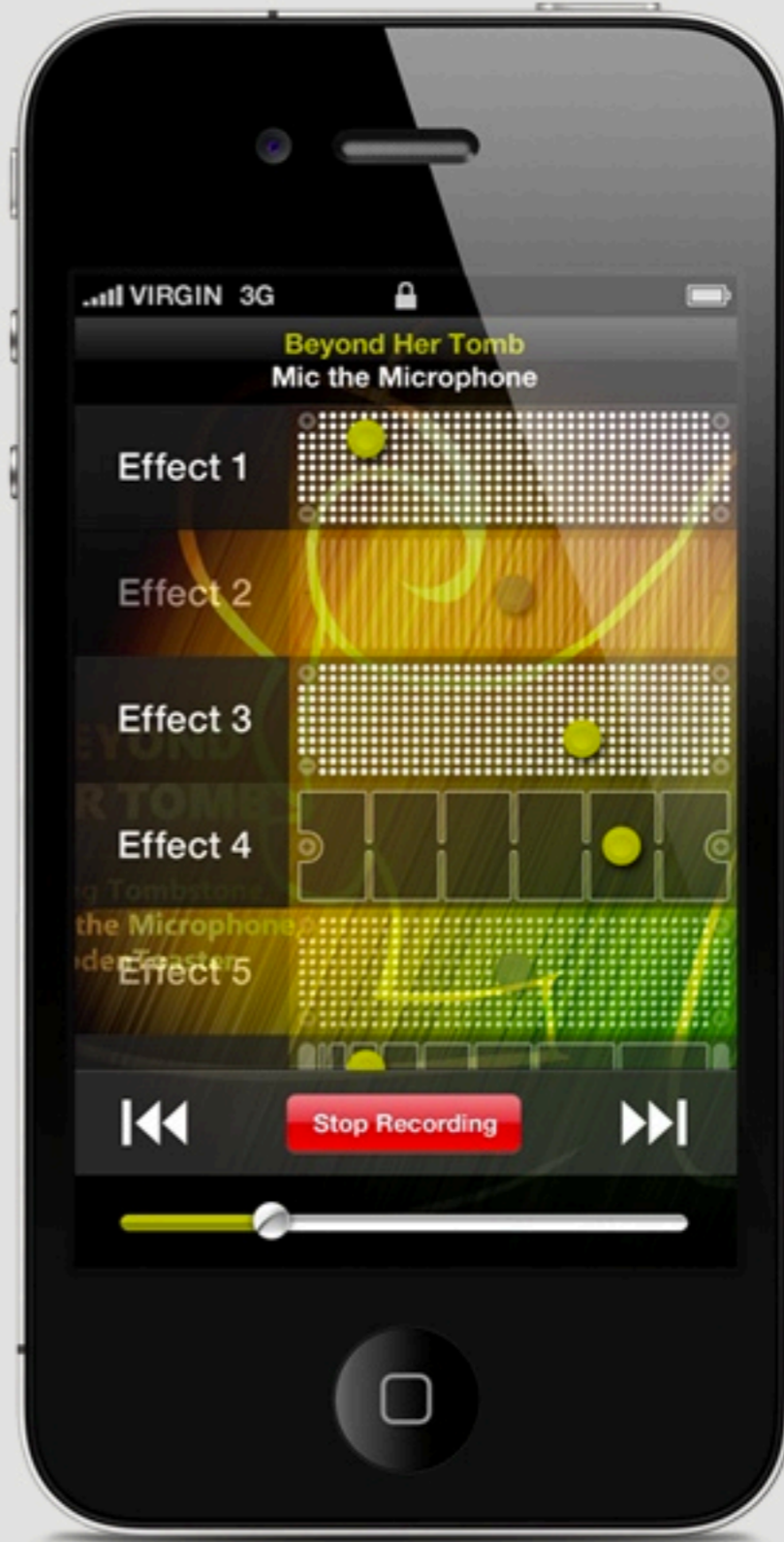
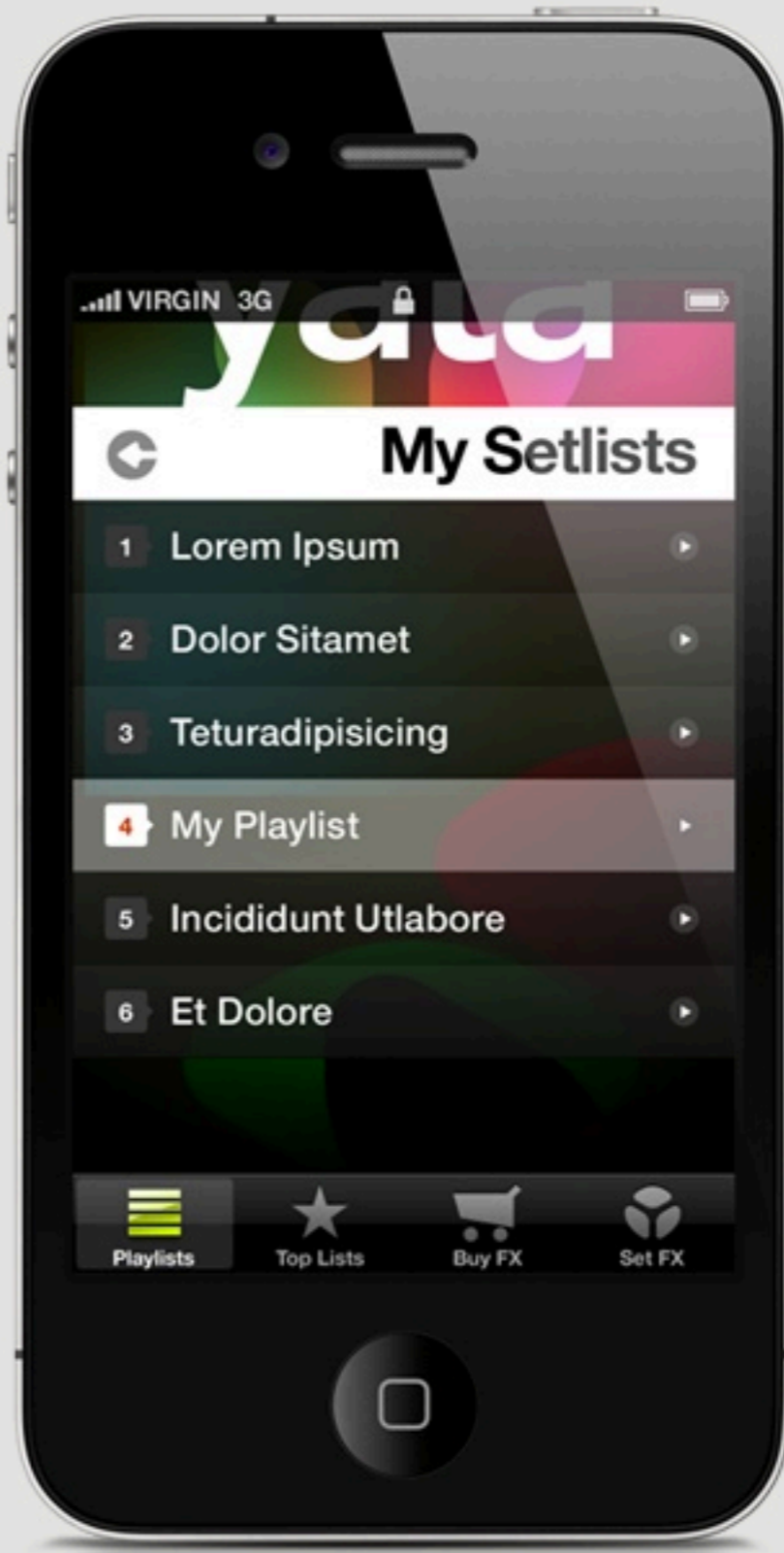
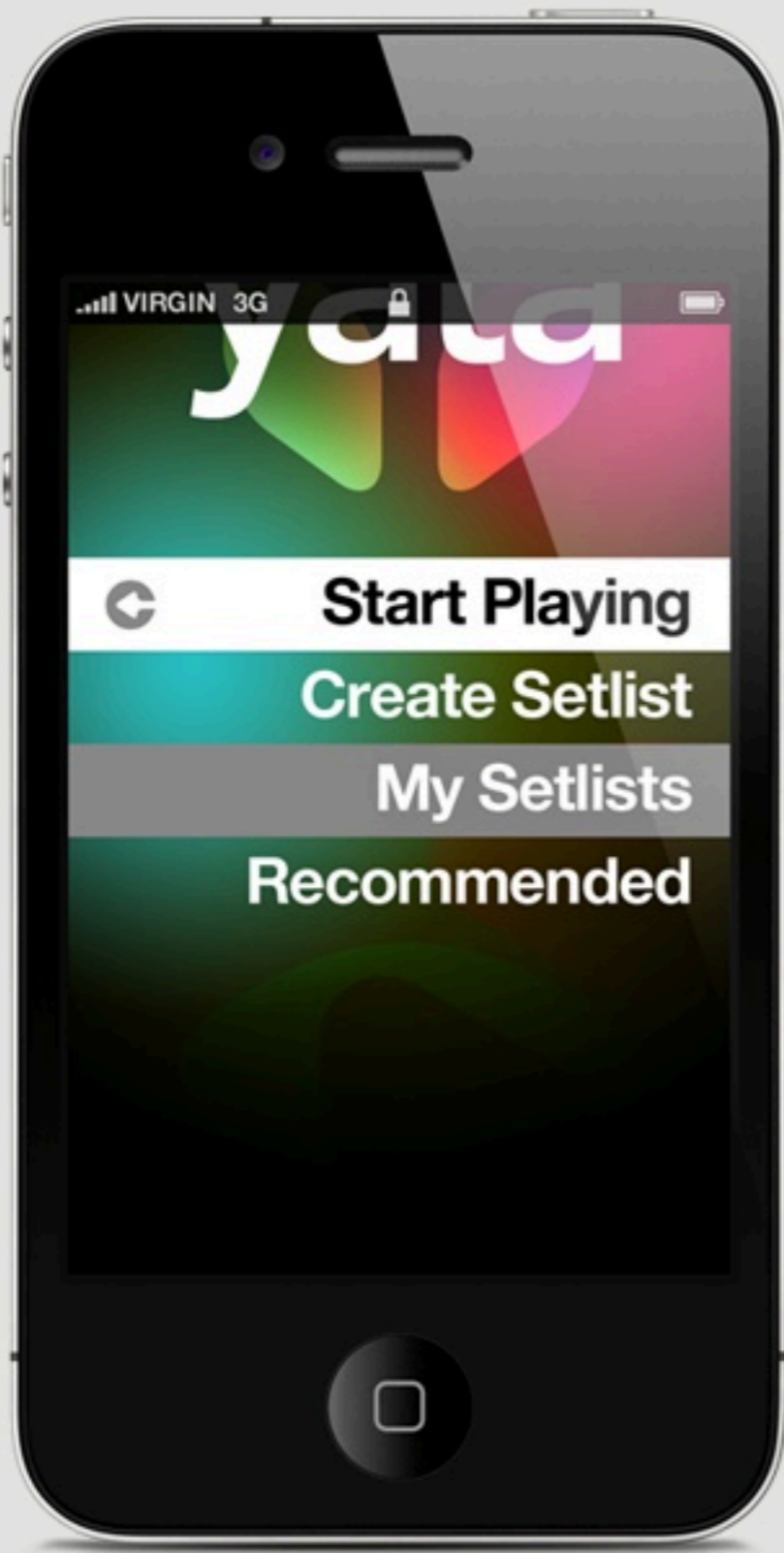
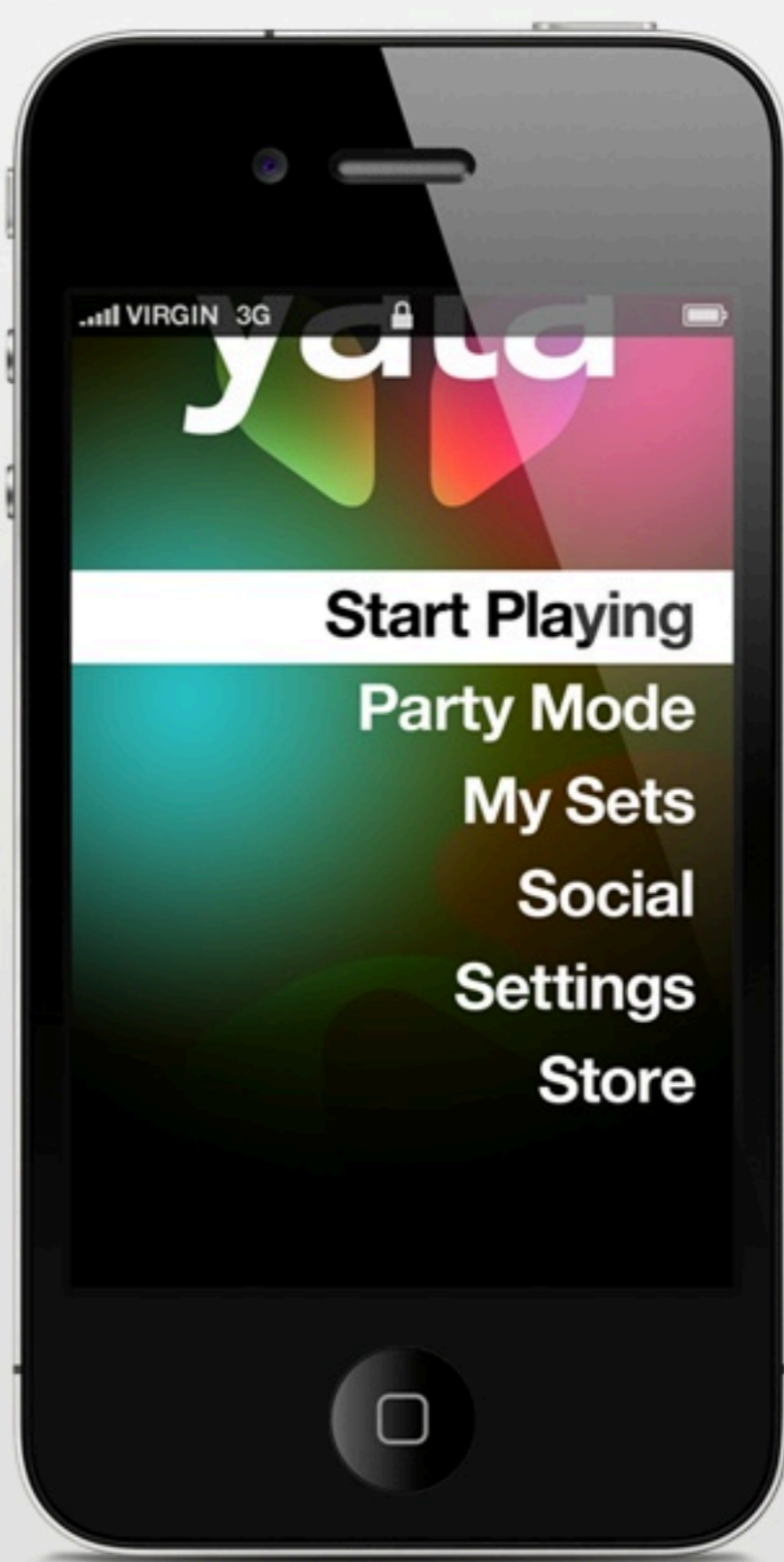
Drawer Five

Navigation arrows: <<<<<< >>>>>>



# Yata<sup>®</sup>

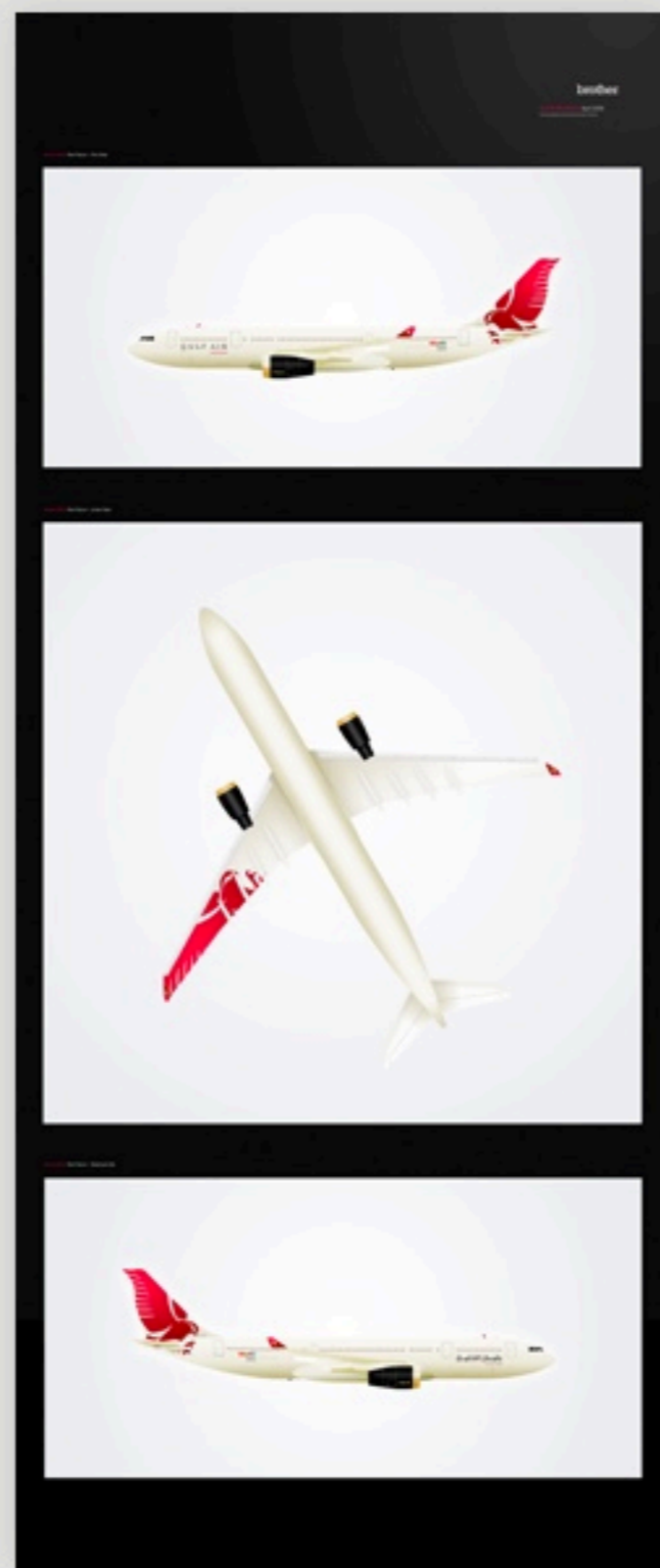
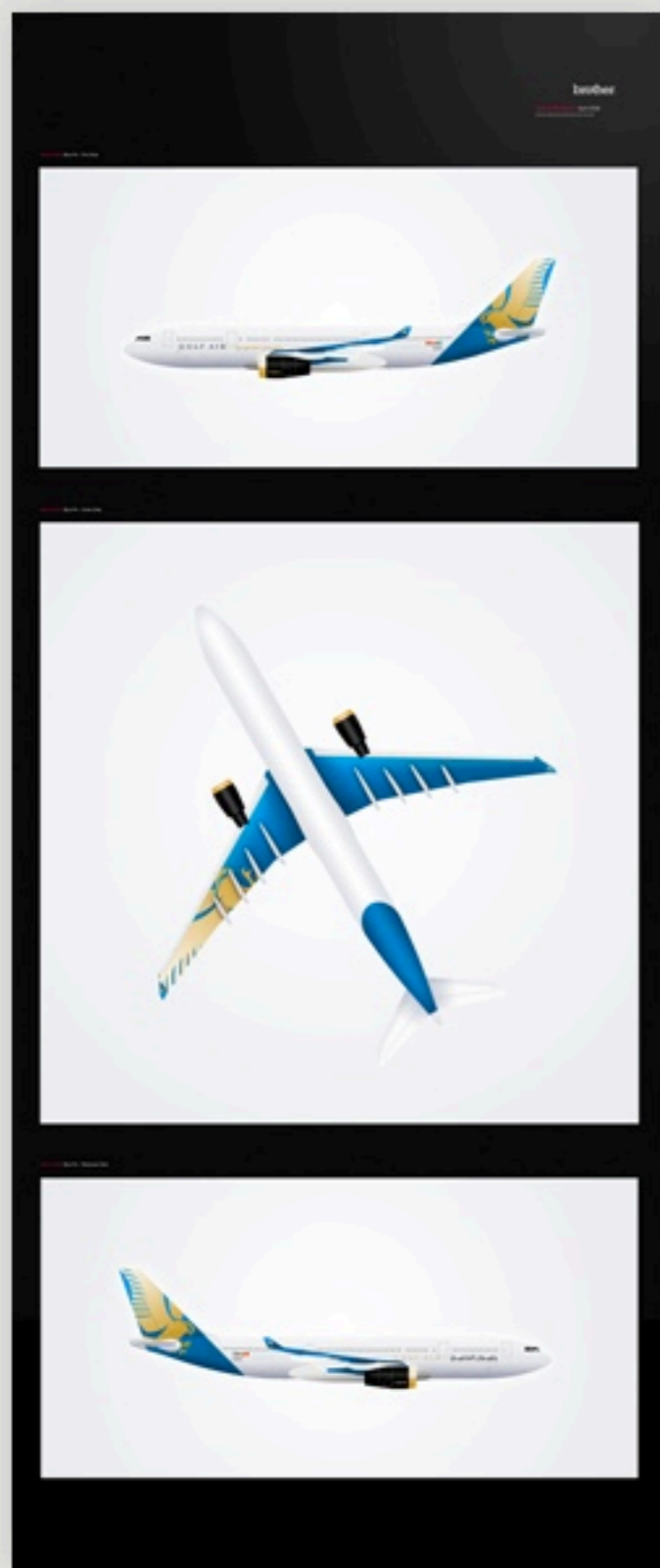
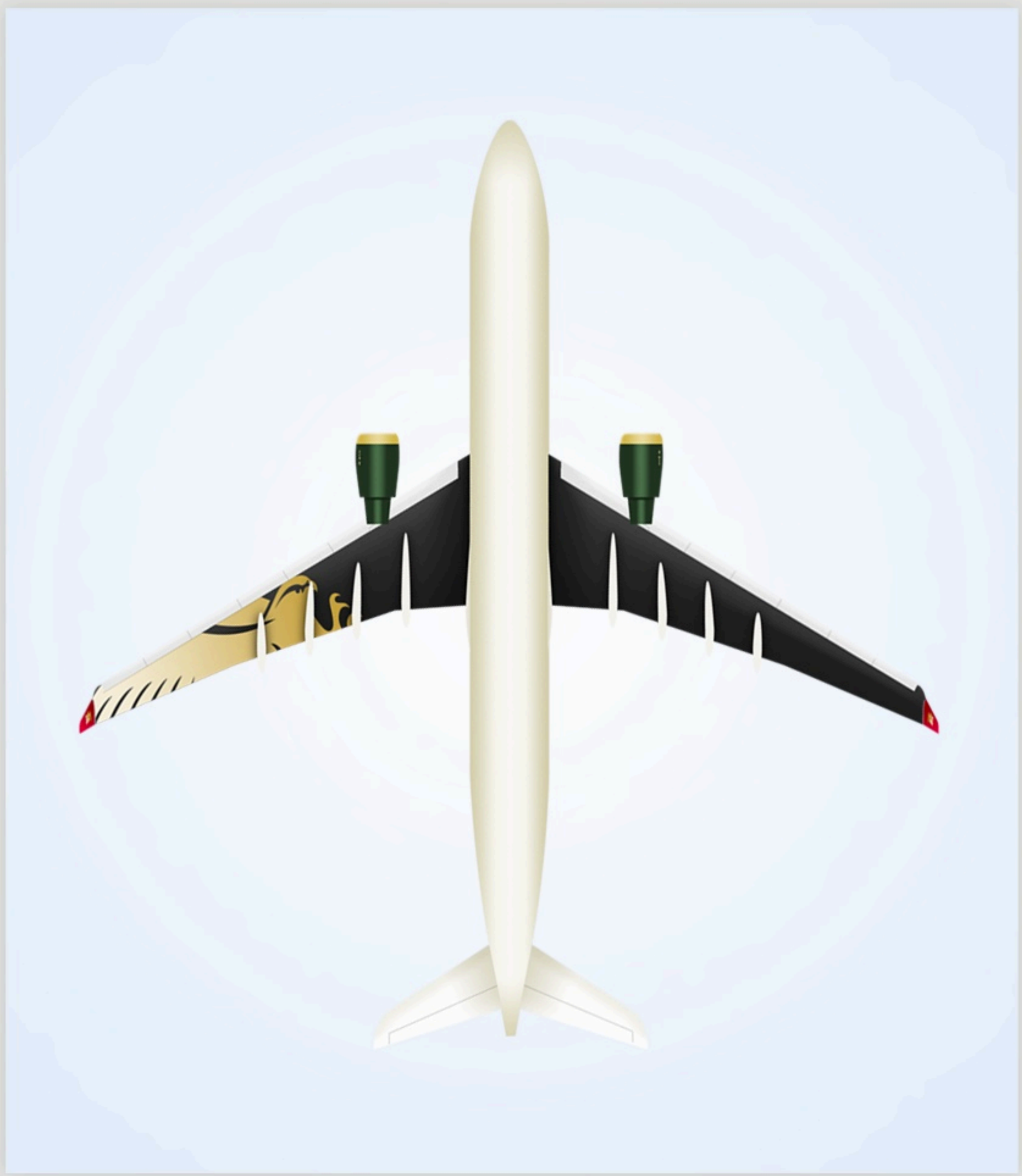
Music Manipulation App • Concept Designs





# Gulf Air

Rebrand / Airliner Decals · Concepts

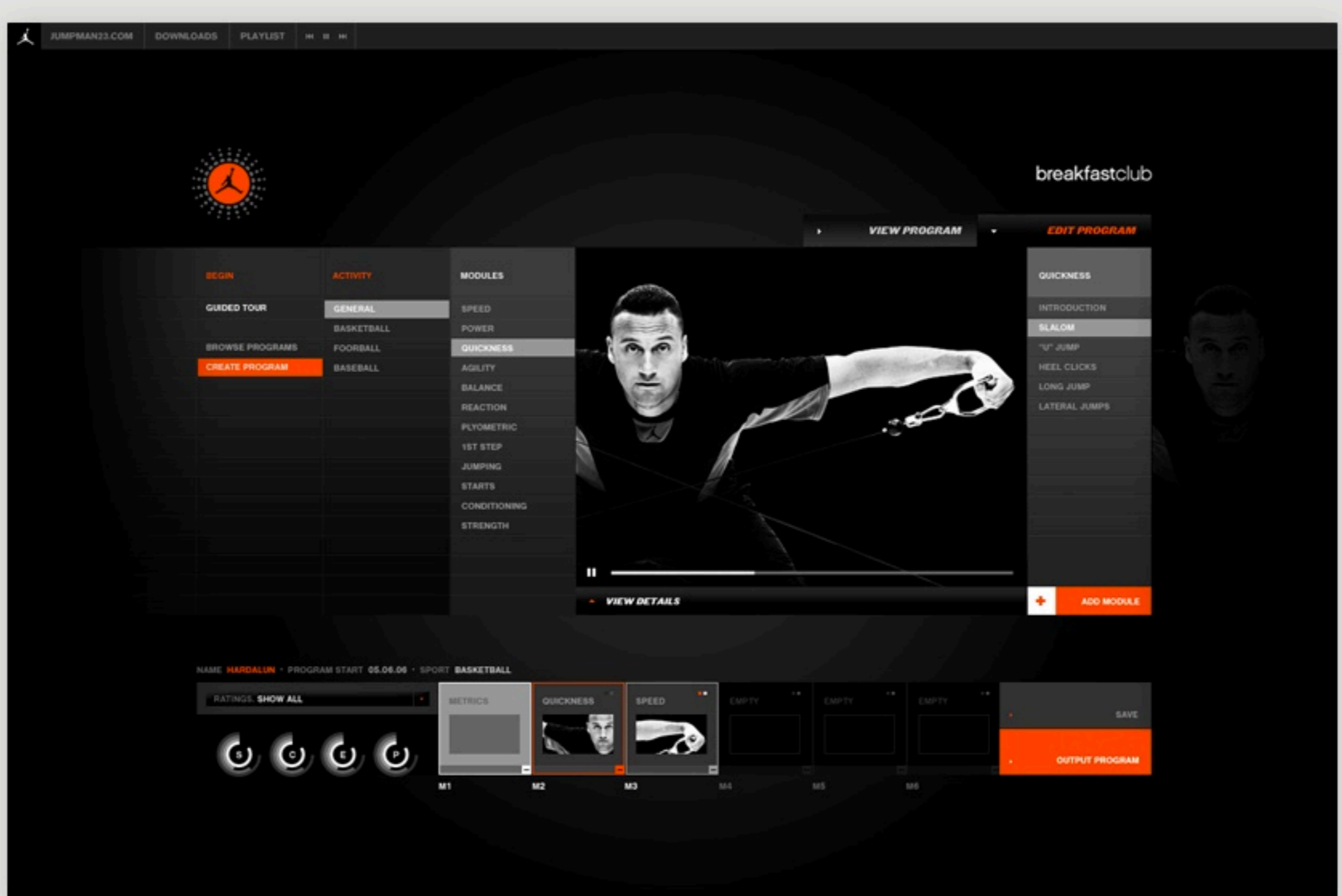
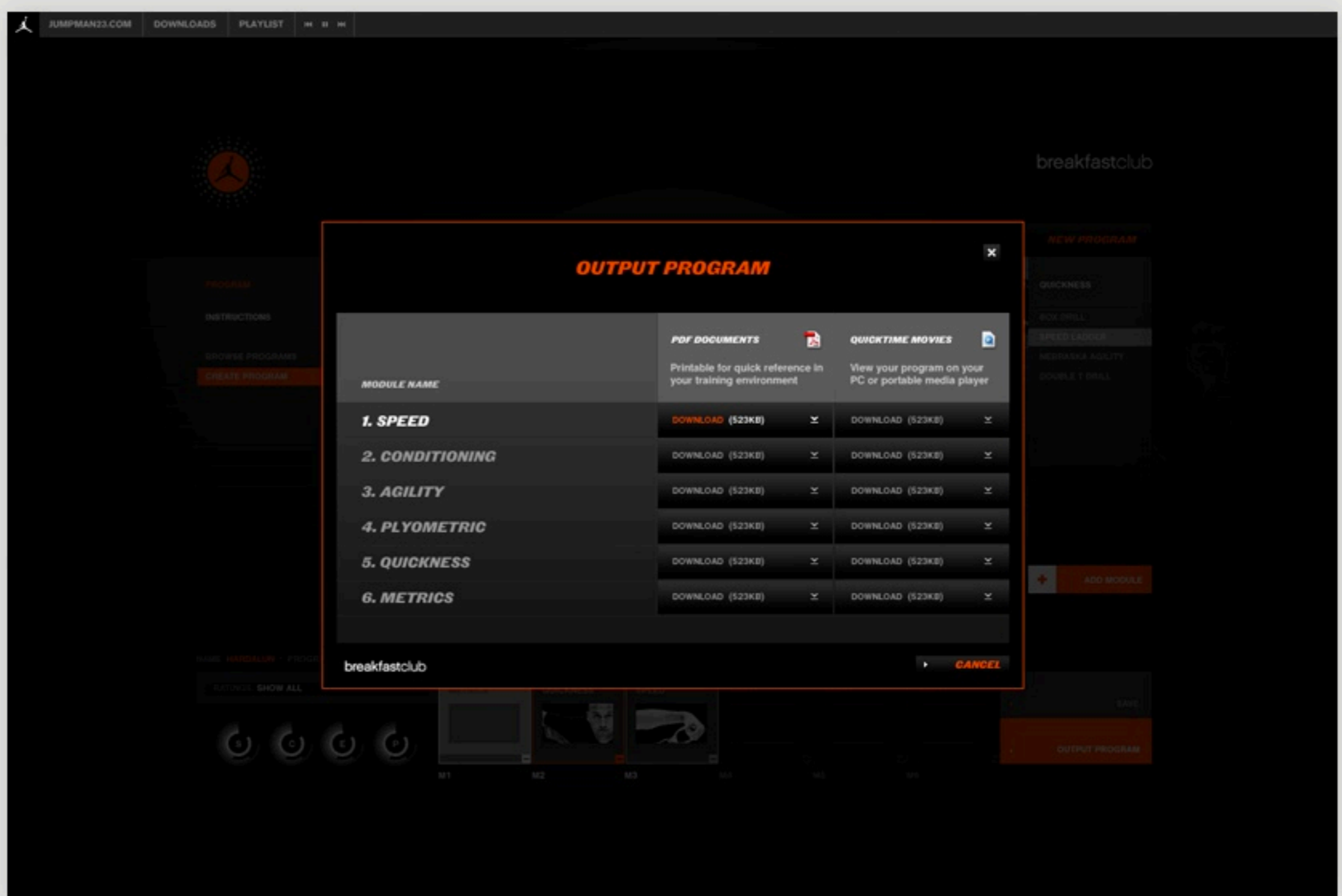
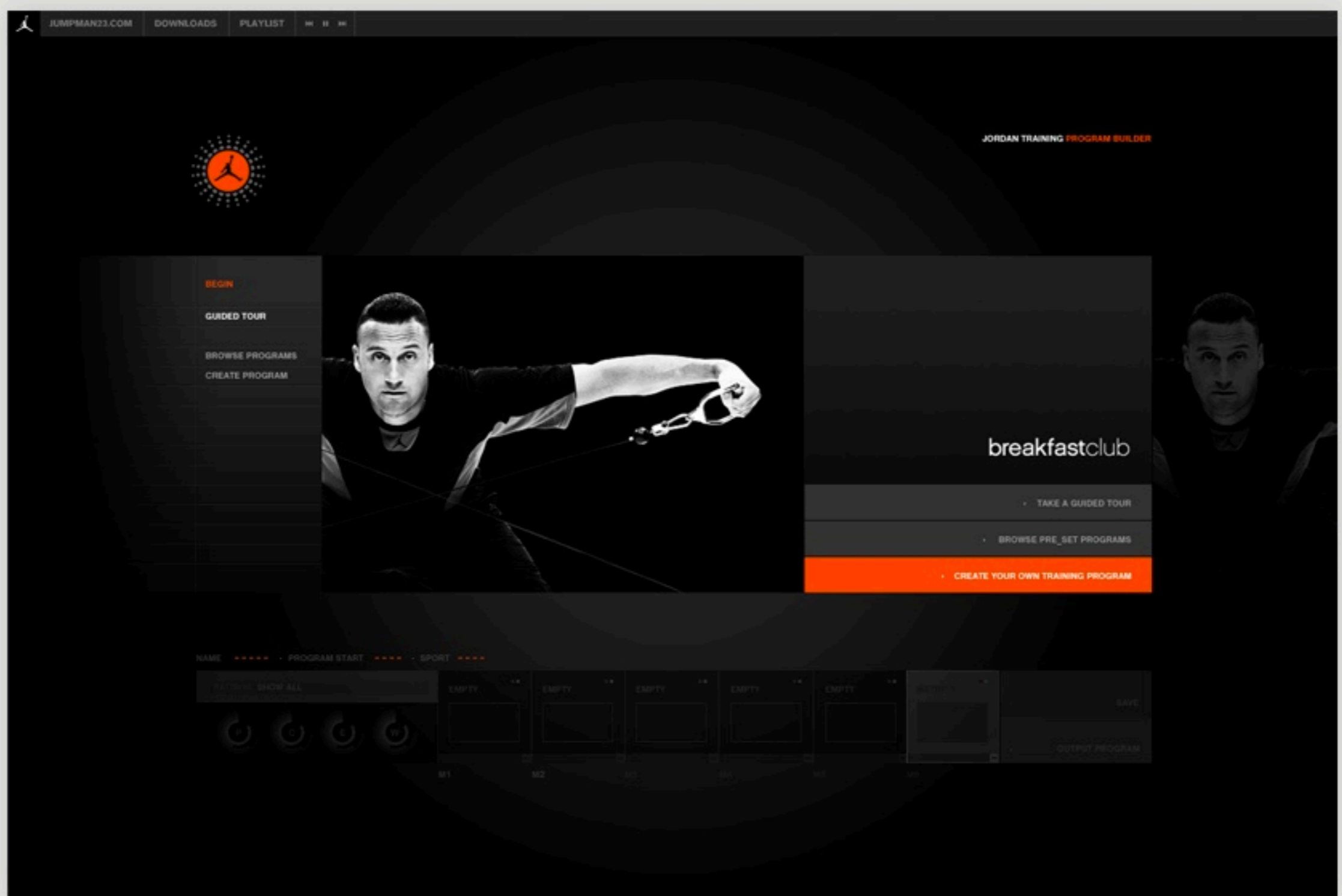
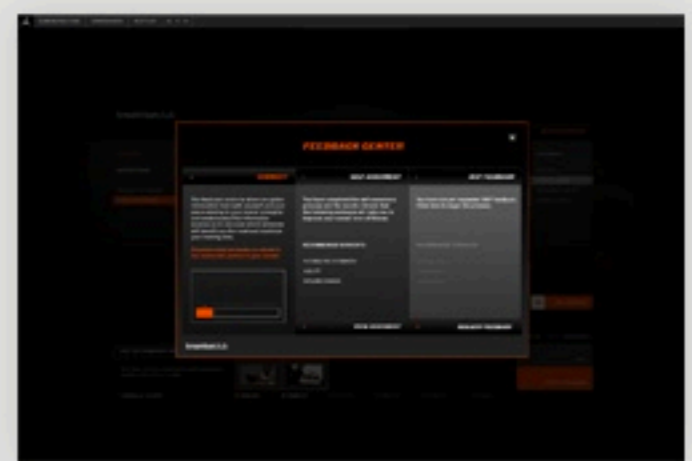
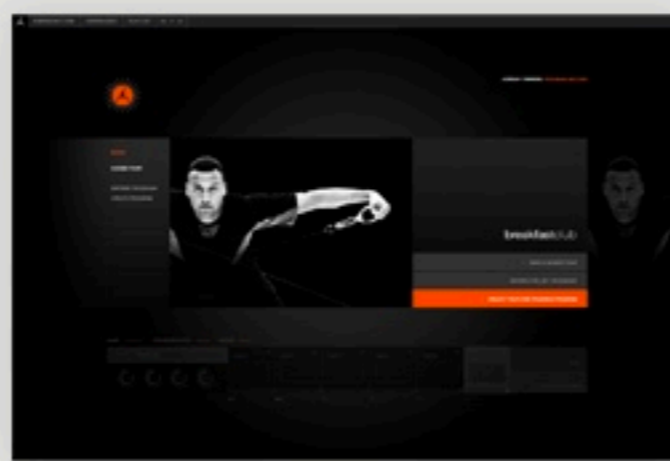
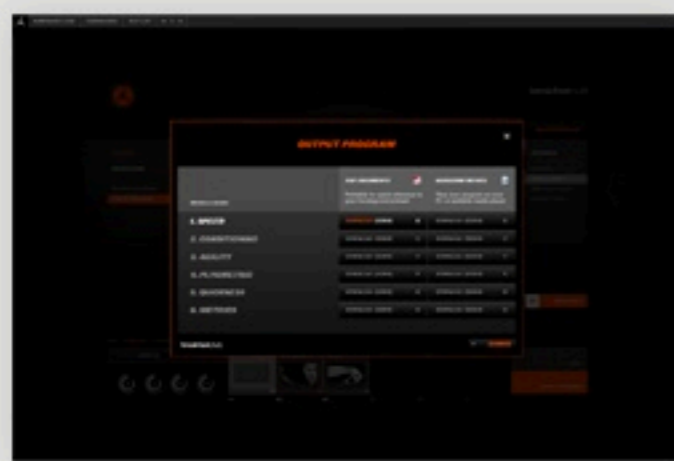
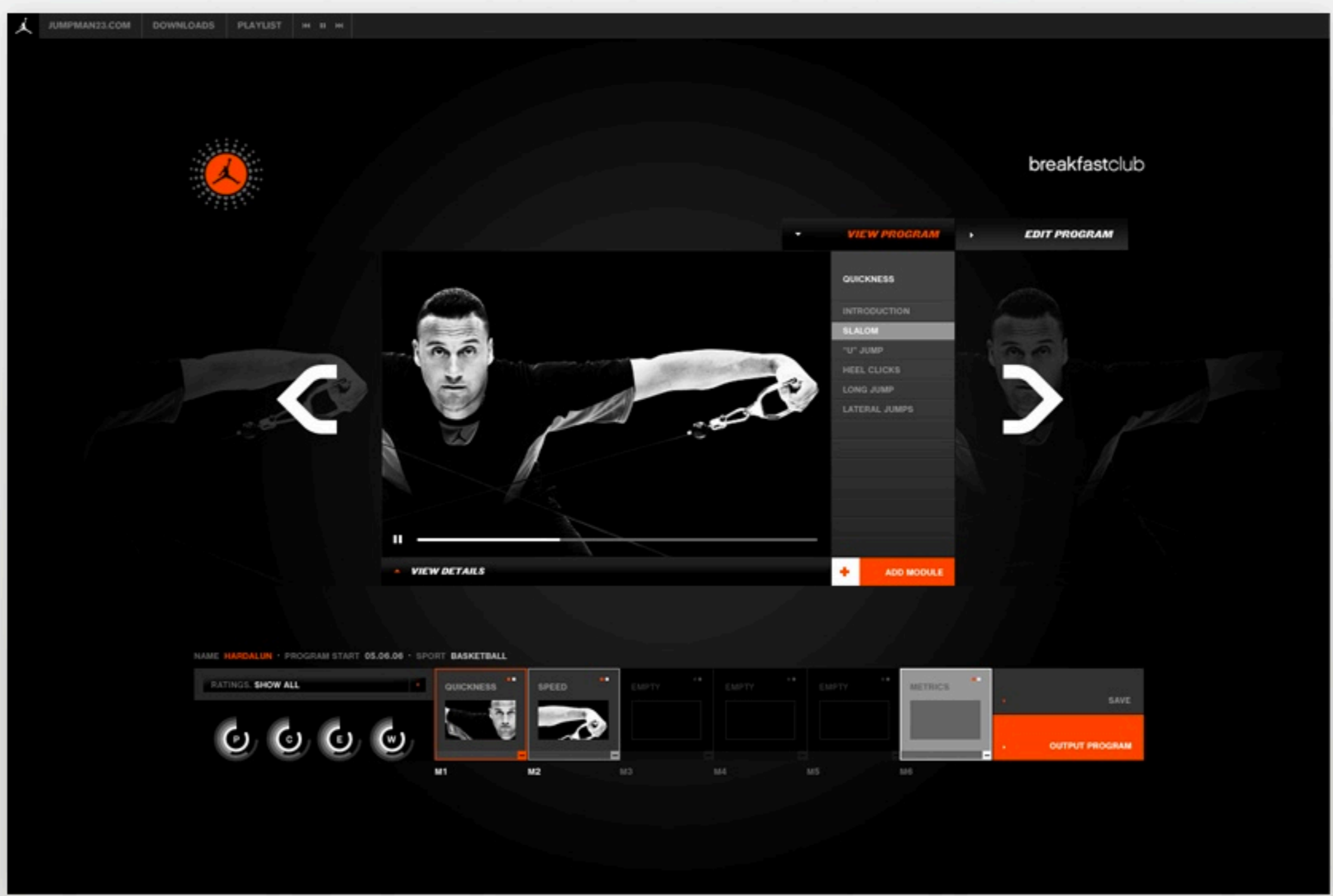








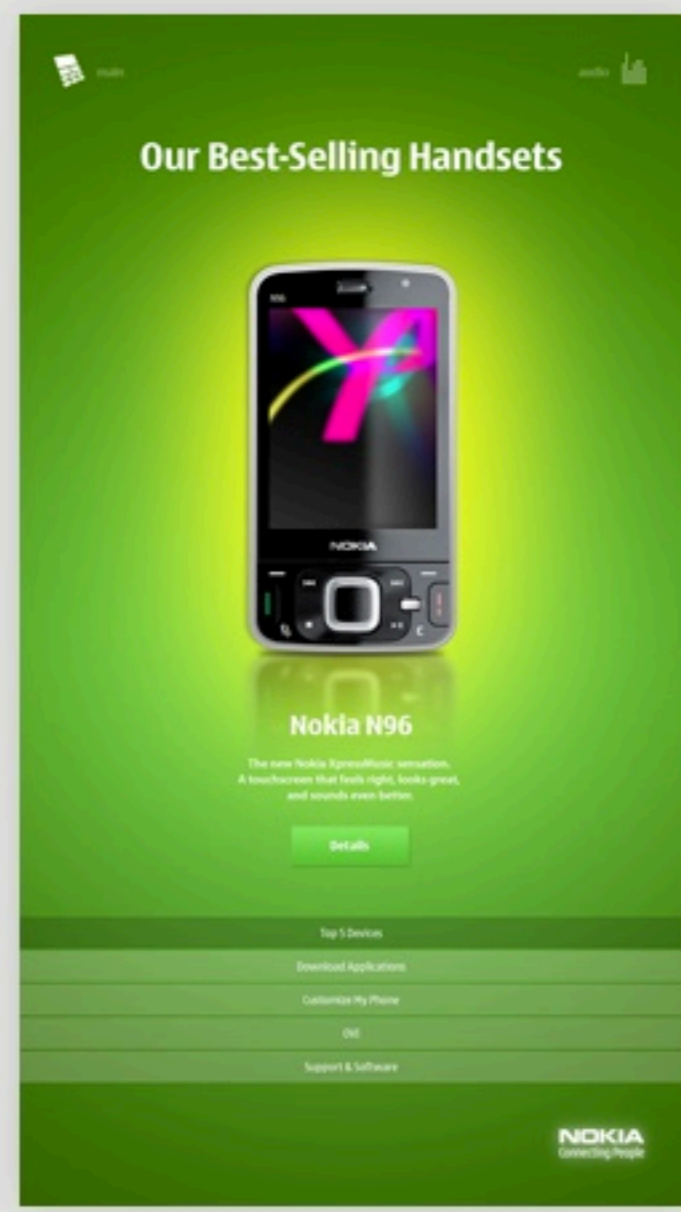
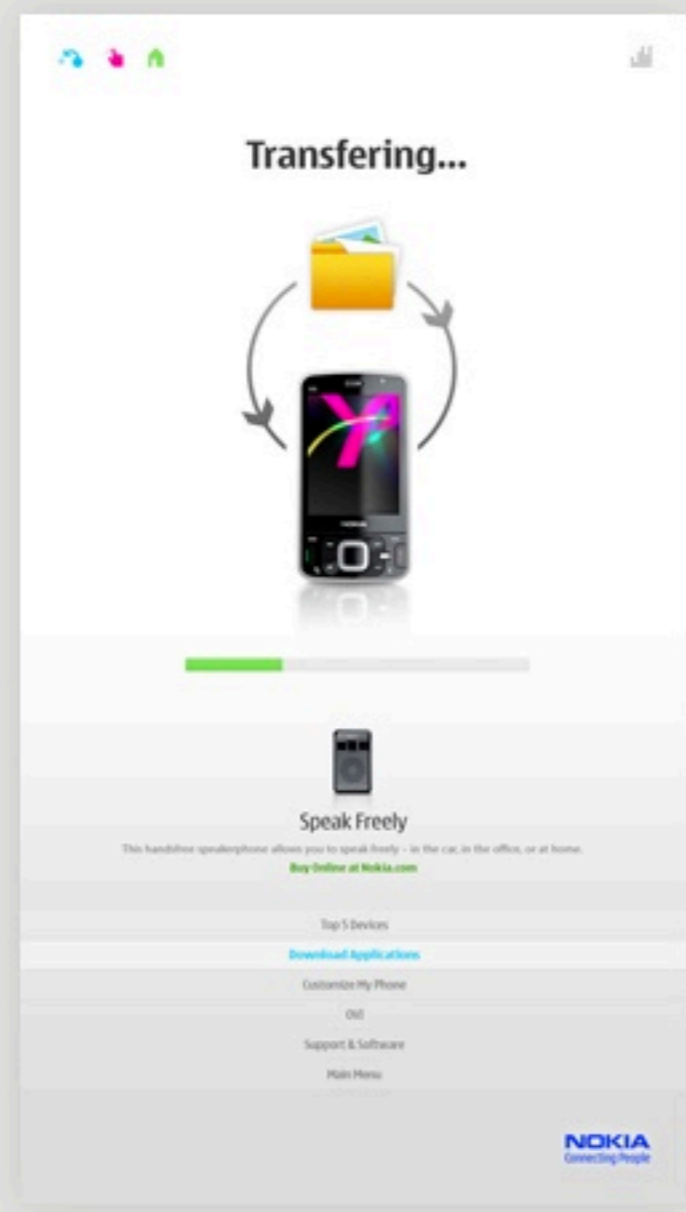
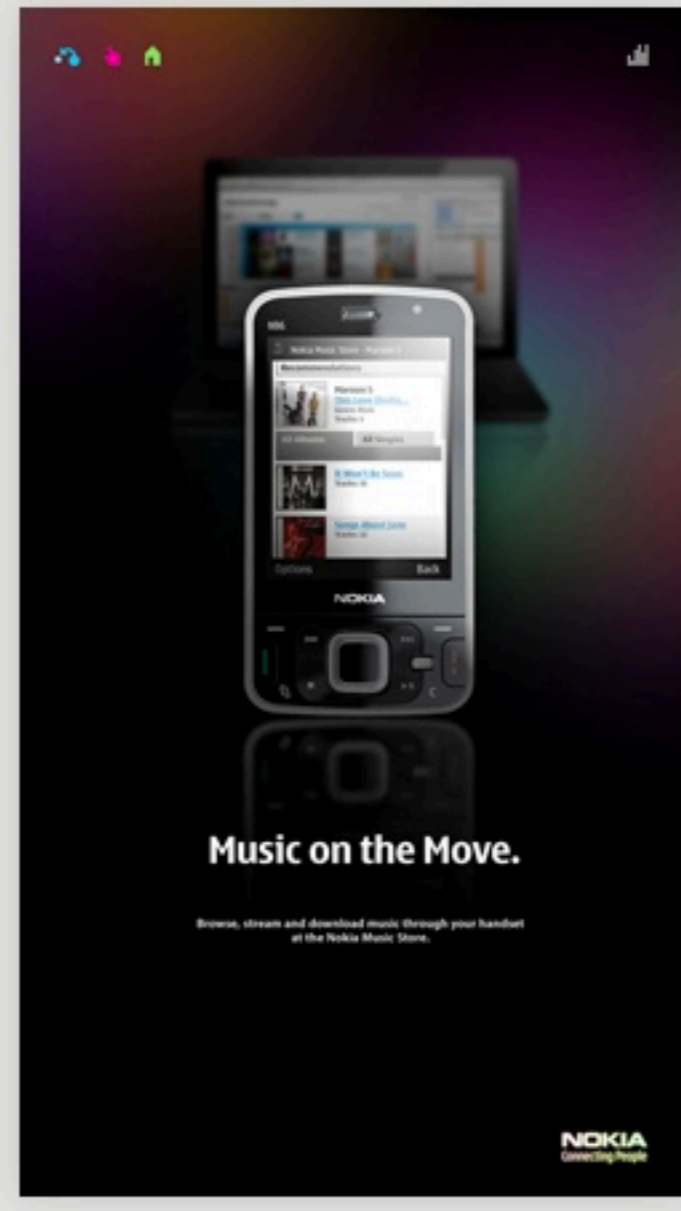
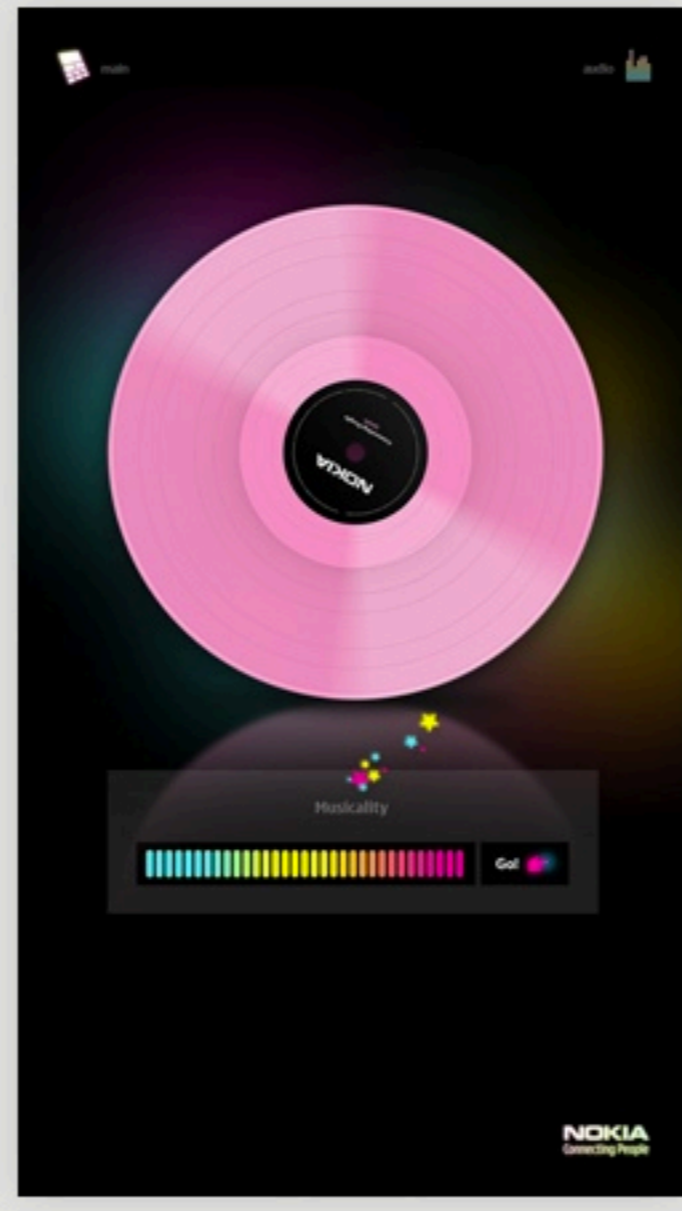
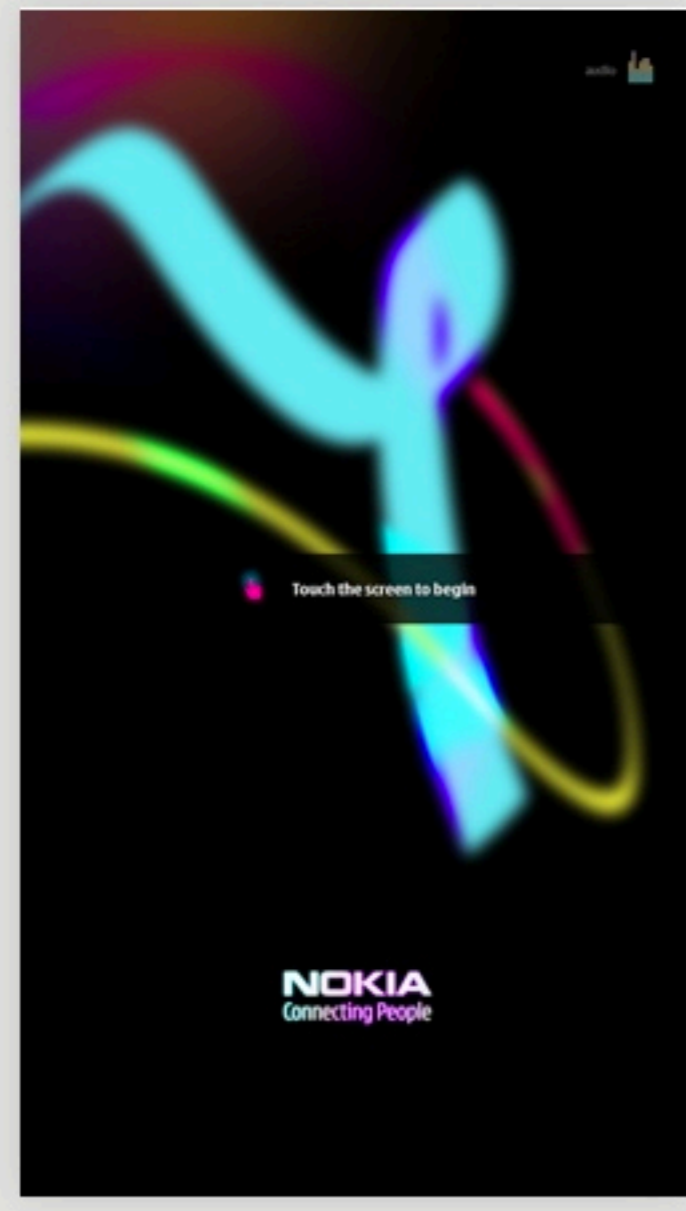
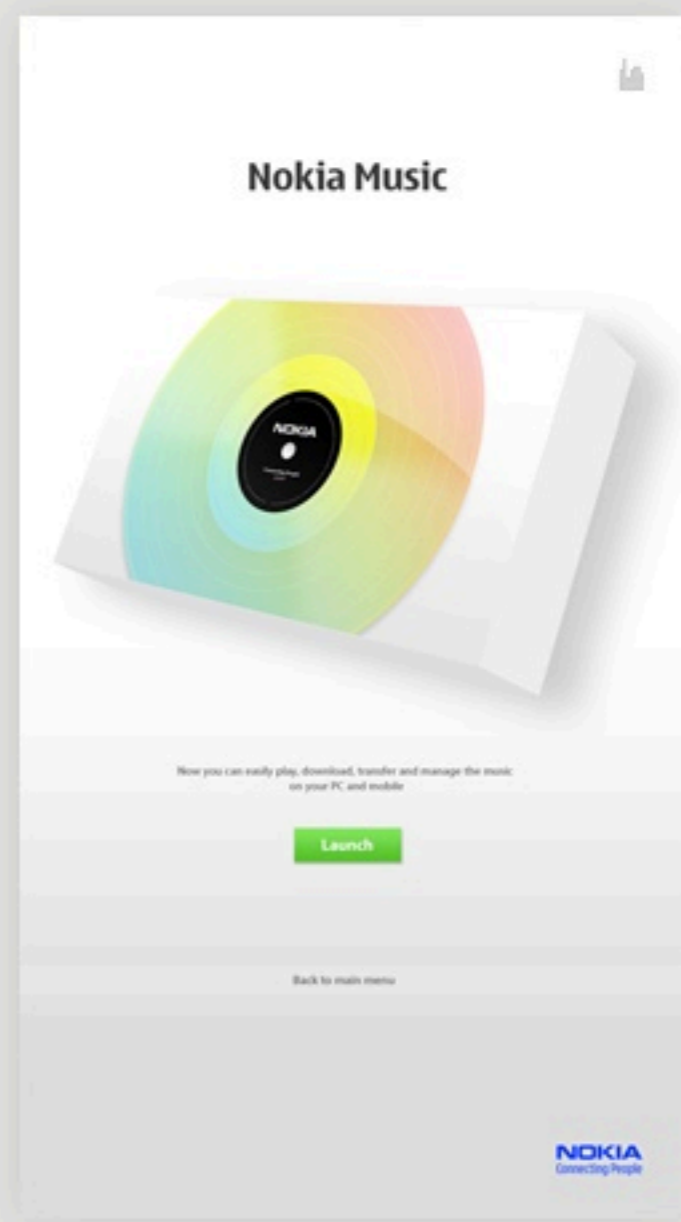
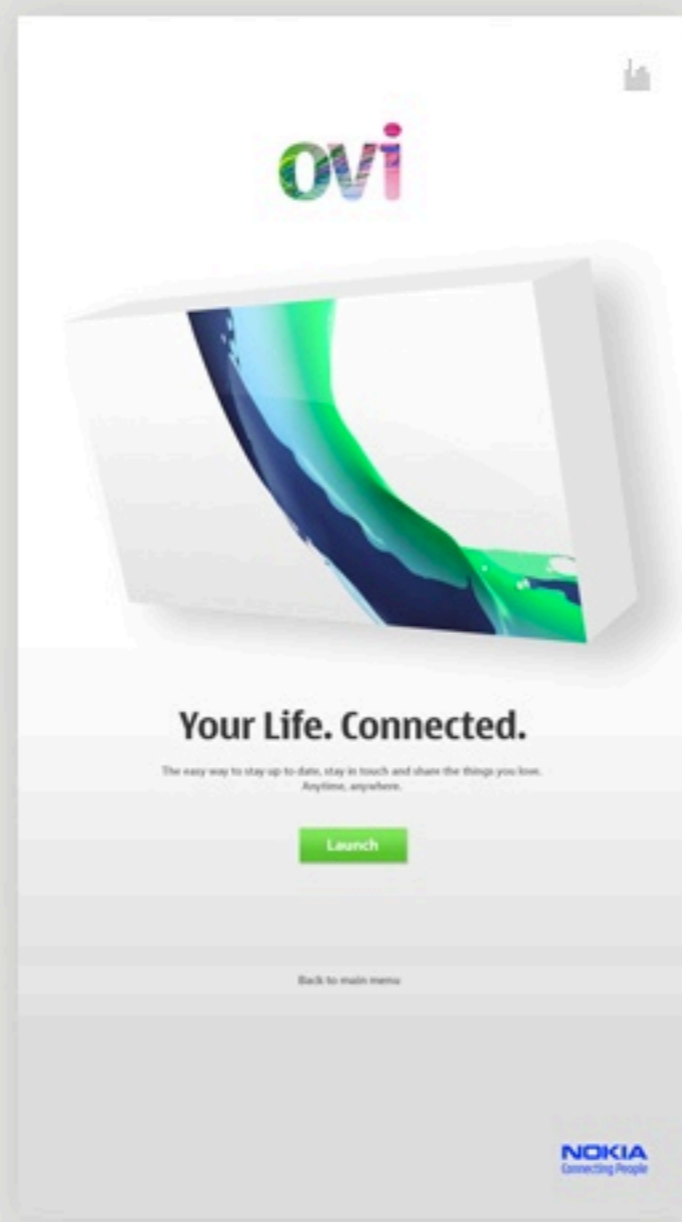
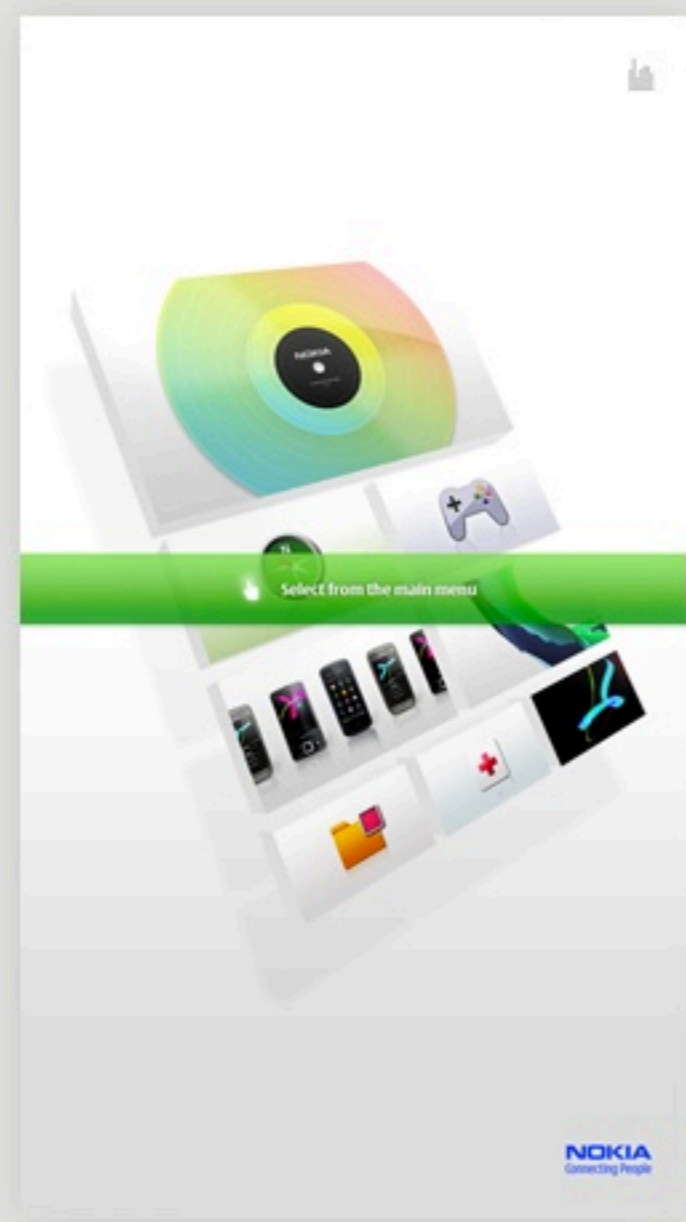
"Jordan" Training Tool · Global Rollout





# Nokia

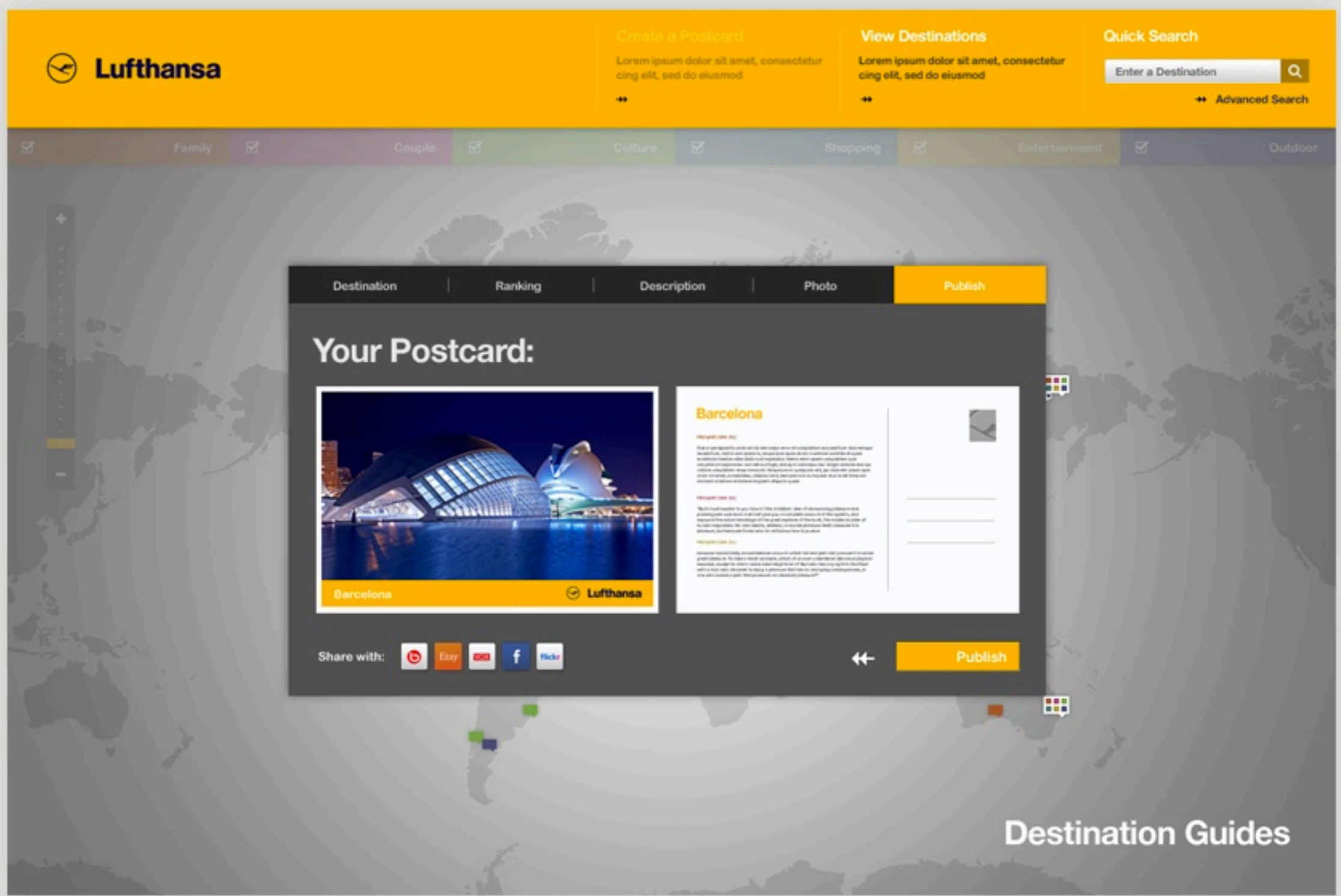
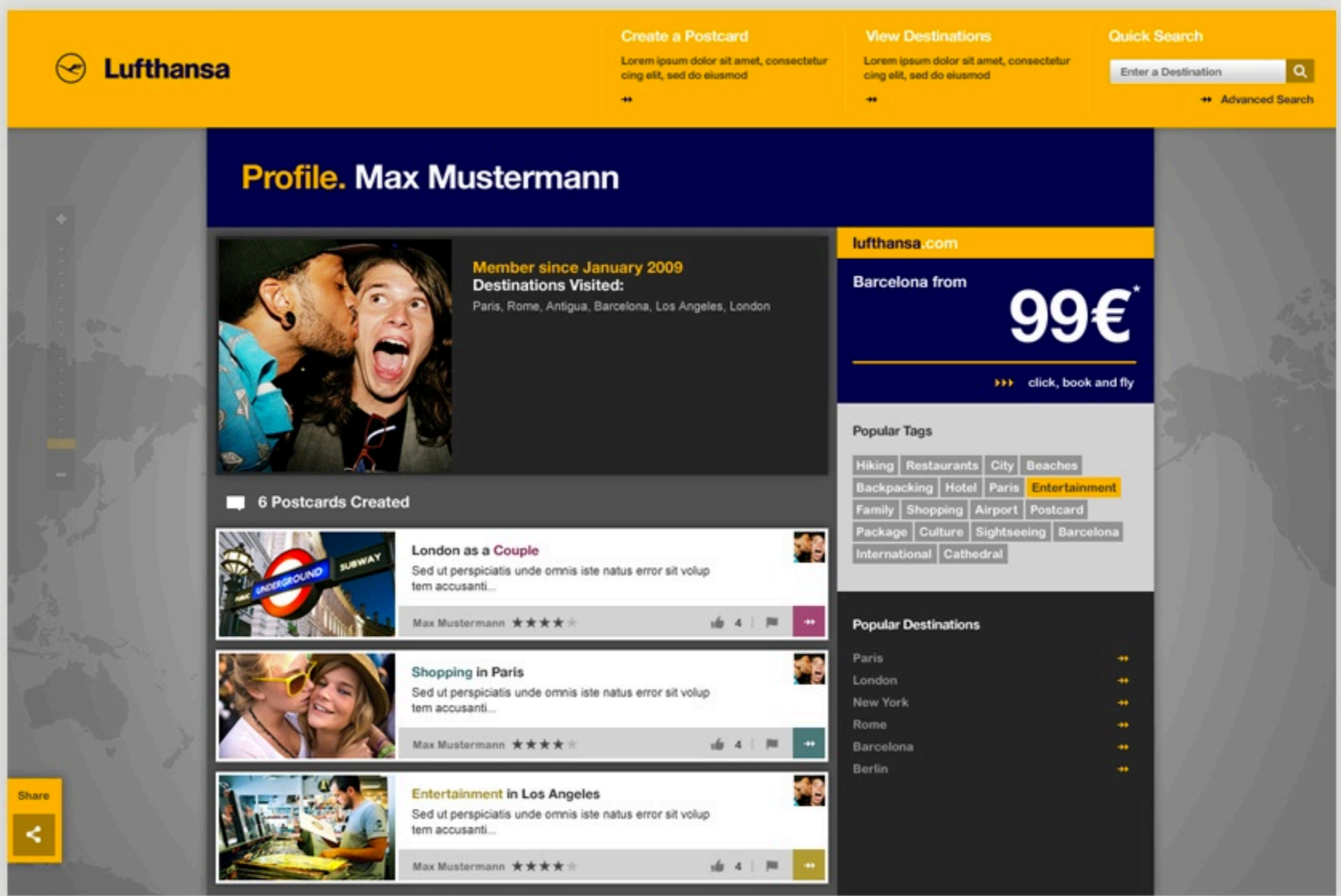
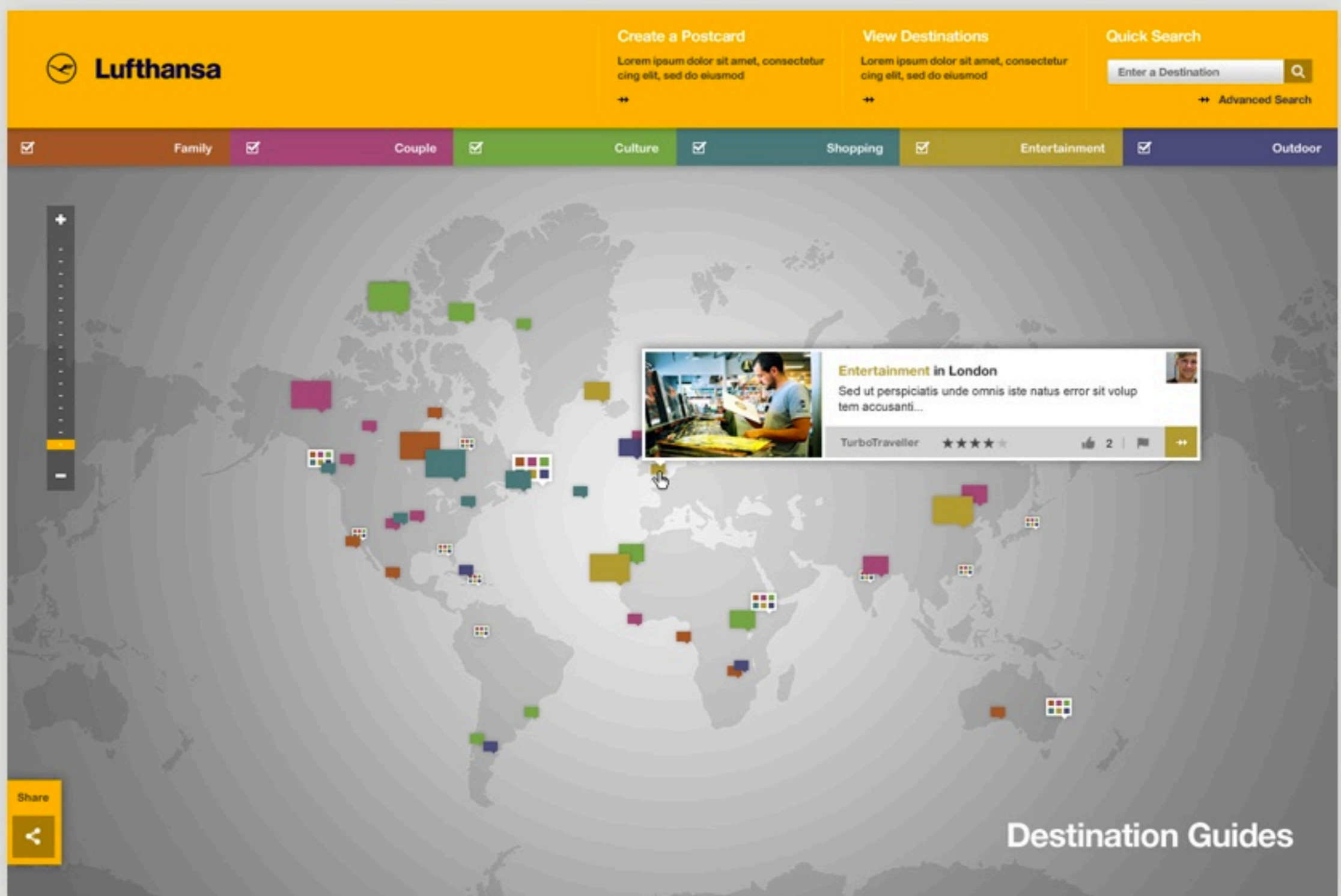
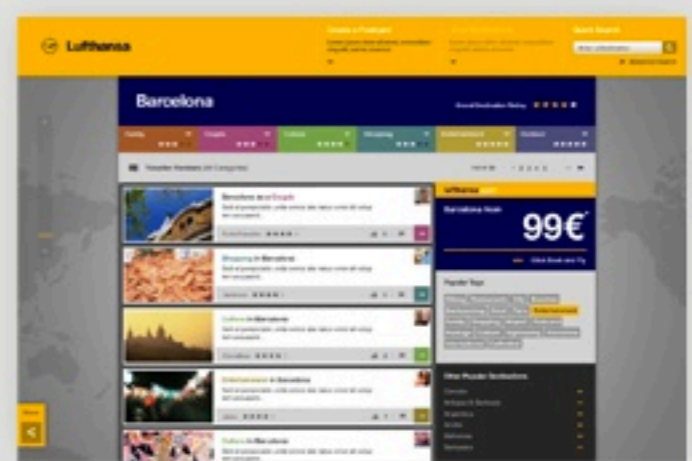
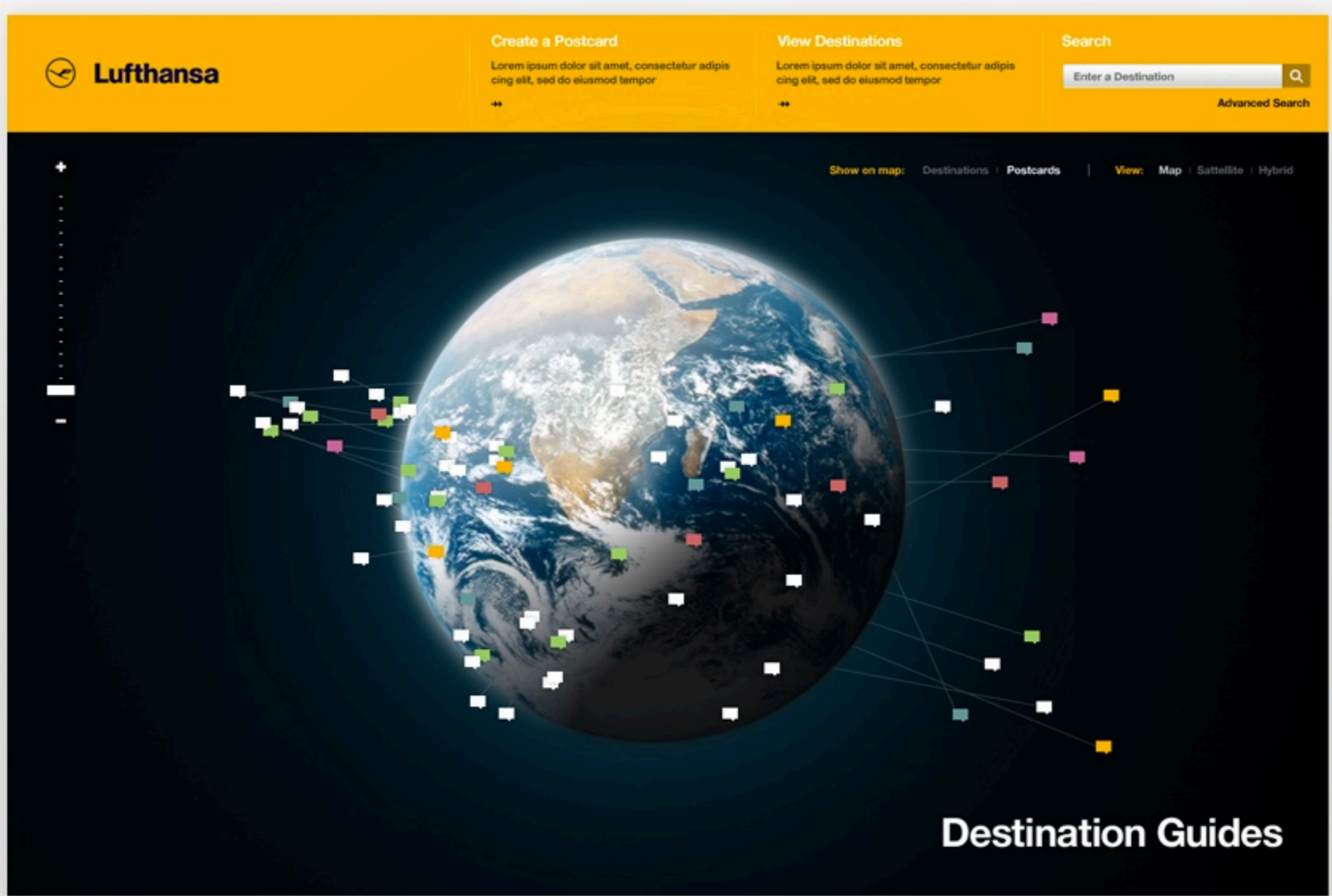
Touchscreen Promotional Kiosk • Global Rollout





# Lufthansa

World Traveller Community • Concept Work





# Michelin

Global Online Platform • Art Direction & Production



## PORSCHE CLUB CHAMPIONSHIP

Watch the latest white knuckle coverage from the penultimate round of the Porsche Championship at Sebring.

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- CALCULATE THE SAVINGS YOU'LL MAKE
- PERFORMANCE WITHOUT COMPROMISE
- REDUCE CO<sub>2</sub> EMISSIONS
- TEST YOUR KNOWLEDGE

Safety, Longevity & Savings!

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### PORSCHE CLUB CHAMPIONSHIP

#### FRESH MOTORSPORT

LE MANS 2011

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### MICHELIN ENERGY

Designed for City Cars, MPVs and Family Cars

Model	Speed	Wet Grip	Wear	Rolling Resistance
MICHELIN ENERGY S+	190	8.2	8.2	8.2
MICHELIN ENERGY S	180	8.1	8.1	8.1
MICHELIN ENERGY S+	170	8.0	8.0	8.0
MICHELIN ENERGY S	160	7.9	7.9	7.9

### MICHELIN CAR TYRES

Model	Speed	Wet Grip	Wear	Rolling Resistance
MICHELIN Primacy HP	205	8.5	8.5	8.5
MICHELIN Primacy HP	195	8.4	8.4	8.4
MICHELIN Primacy HP	185	8.3	8.3	8.3
MICHELIN Primacy HP	175	8.2	8.2	8.2

### THE WORLD IS YOURS

1,234 OPPORTUNITIES TO JOIN MICHELIN

### SENIOR PRODUCT DESIGNER

Apply Now

### 1,234 OPPORTUNITIES TO JOIN MICHELIN

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Filters: UK POSITIONS (1,234) | GRADUATES (427) | DESIGN OFFICE (640) | LAST 2 WEEKS (72) | APPLY NOW | ENTER KEYWORD / CODE

## THE WORLD IS YOURS

### 1,234 OPPORTUNITIES TO JOIN MICHELIN

PEOPLE | PASSION | PLACE

SEPTEMBER 2011

14 SAT  
EVENT TITLE  
Lorem ipsum dolor sit

15 SUN  
EVENT TITLE  
Lorem ipsum dolor sit

#### DISCOVER MICHELIN

SOLUTIONS FOR THE FASTEST, BIGGEST AND AWESOMEST.

#### DISCOVER OUR PEOPLE

PEOPLE PLUS PASSION EQUALS MAGIC.

#### DISCOVER OUR TRADES

REENGINEERING, REDESIGNING AND REINVENTING THE WHEEL.

MICHELIN ELSEWHERE

- MAPS & GUIDES: Go around the world with us
- VIA MICHELIN: Going somewhere? We can help
- MICHELIN LIFESTYLE: With you wherever you go
- MICHELIN CORPORATE: With you wherever you go

<b>TYRES</b> 4W Car 4W 4x4, SUV 4W Recreation, Commercial 2W Road 2W Off-Road 2W Scooter	<b>DEALERS</b> 4W Where to buy 4W When to buy 4W Why to buy 2W Where to buy 2W When to buy 2W Why to buy	<b>LEARN &amp; SHARE</b> 4W Overview 2W Overview	<b>TRAVEL SERVICES</b> Via MICHELIN Maps & Guides MICHELIN Boutique	<b>ABOUT MICHELIN</b> Organisation Factories History Activities Motorsport Michelin Man Sustainable Mobility News Contact	<b>LENS HIGHLIGHTS</b> La Mans 2009 Calendar Key Figures Endurance Tyres Endurance Circuit Moto Competition range Porsche Partnership Magazine Michelin's record
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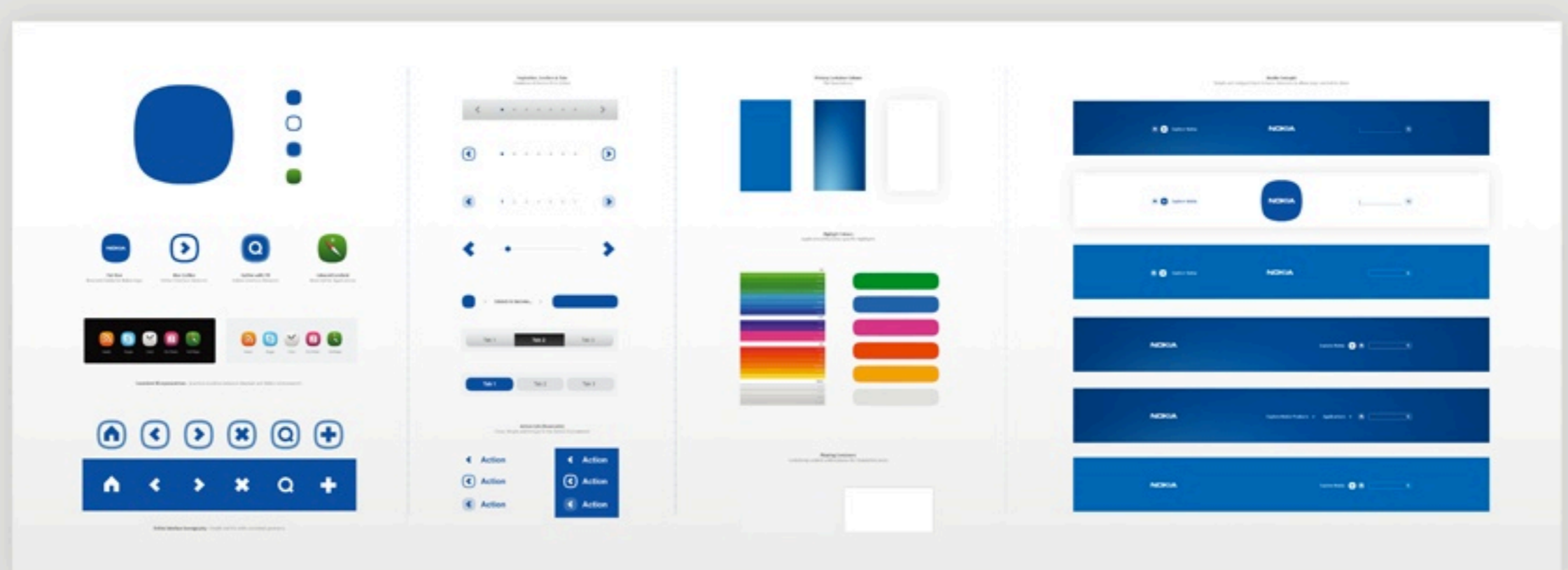
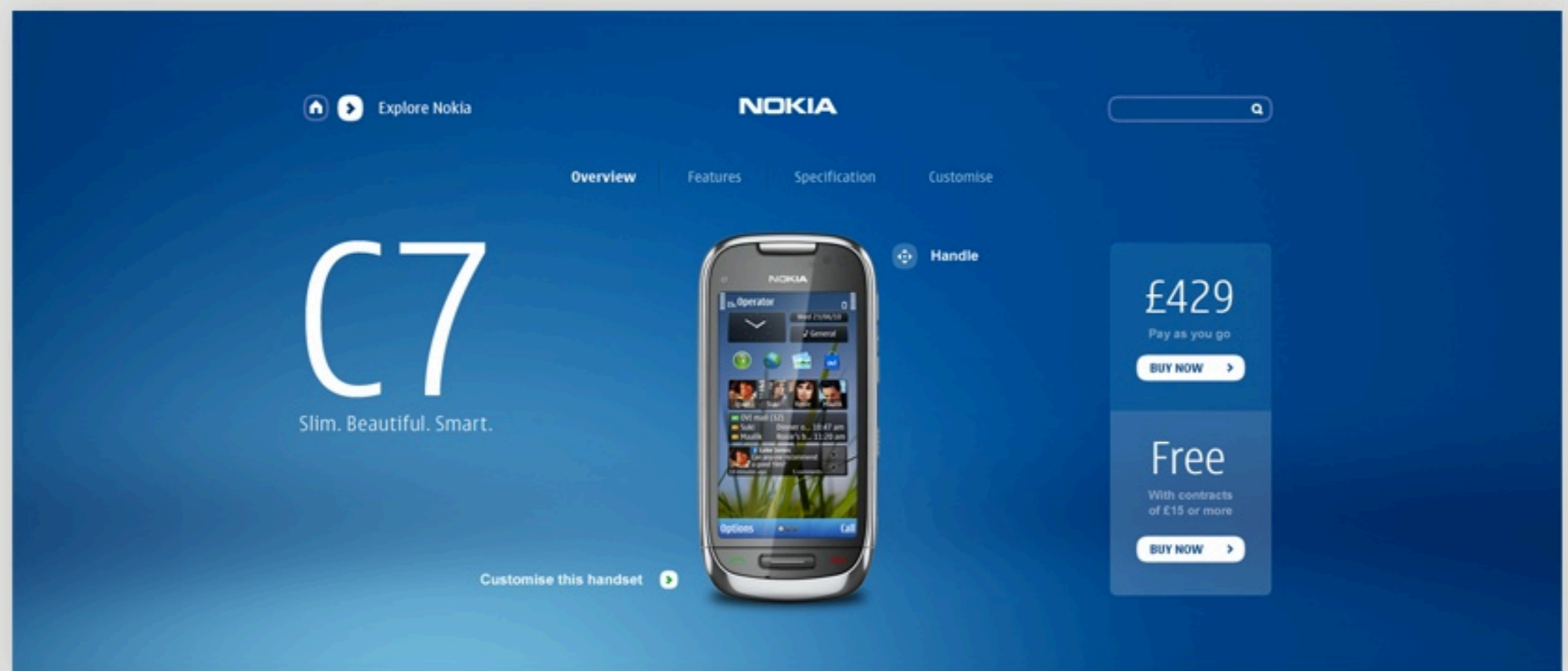
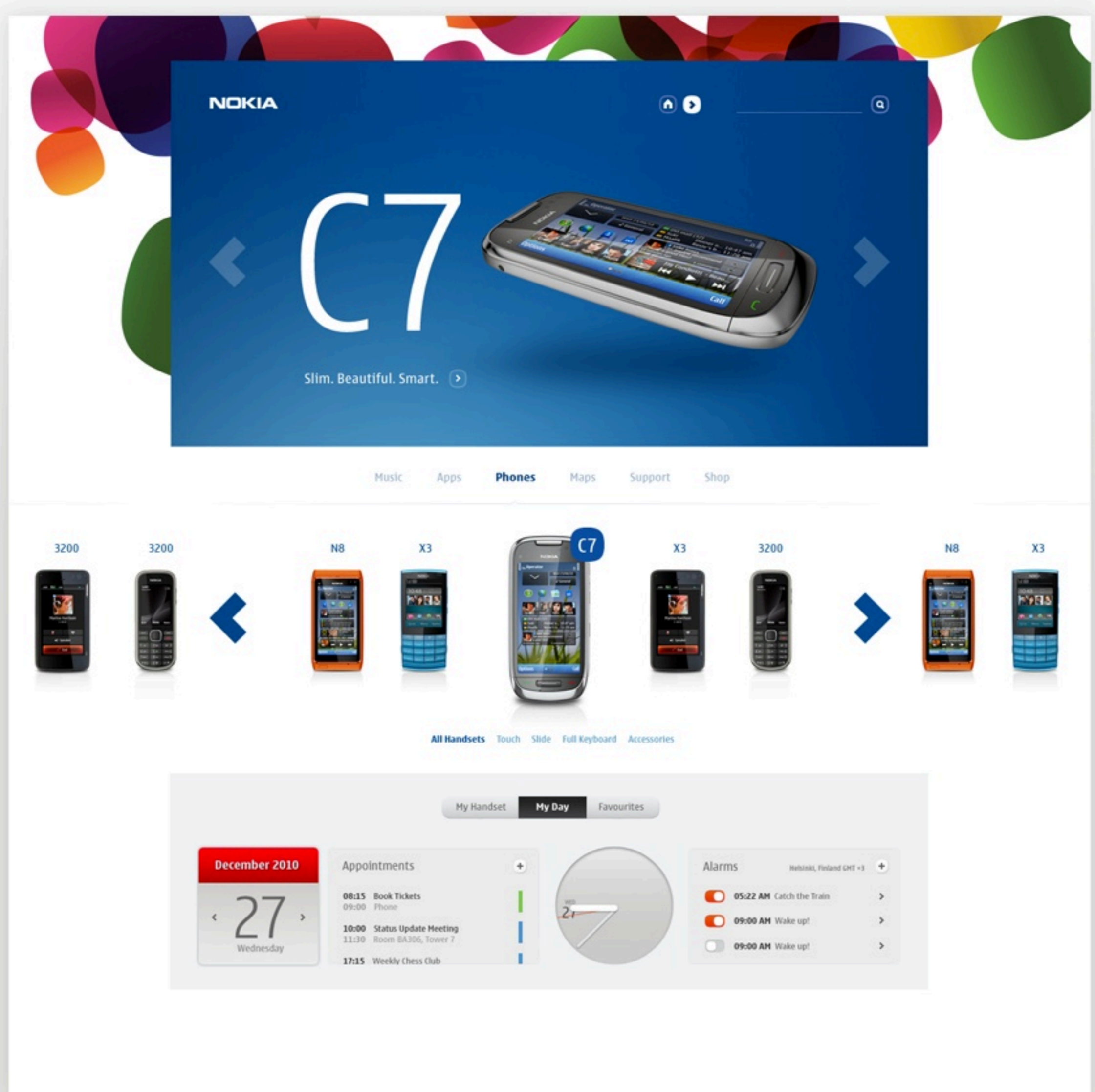
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**Thanks**



*Alex Champion · Graphic Design & Art Direction*