



PORTFOLIO

2025

Kevin Barnfield

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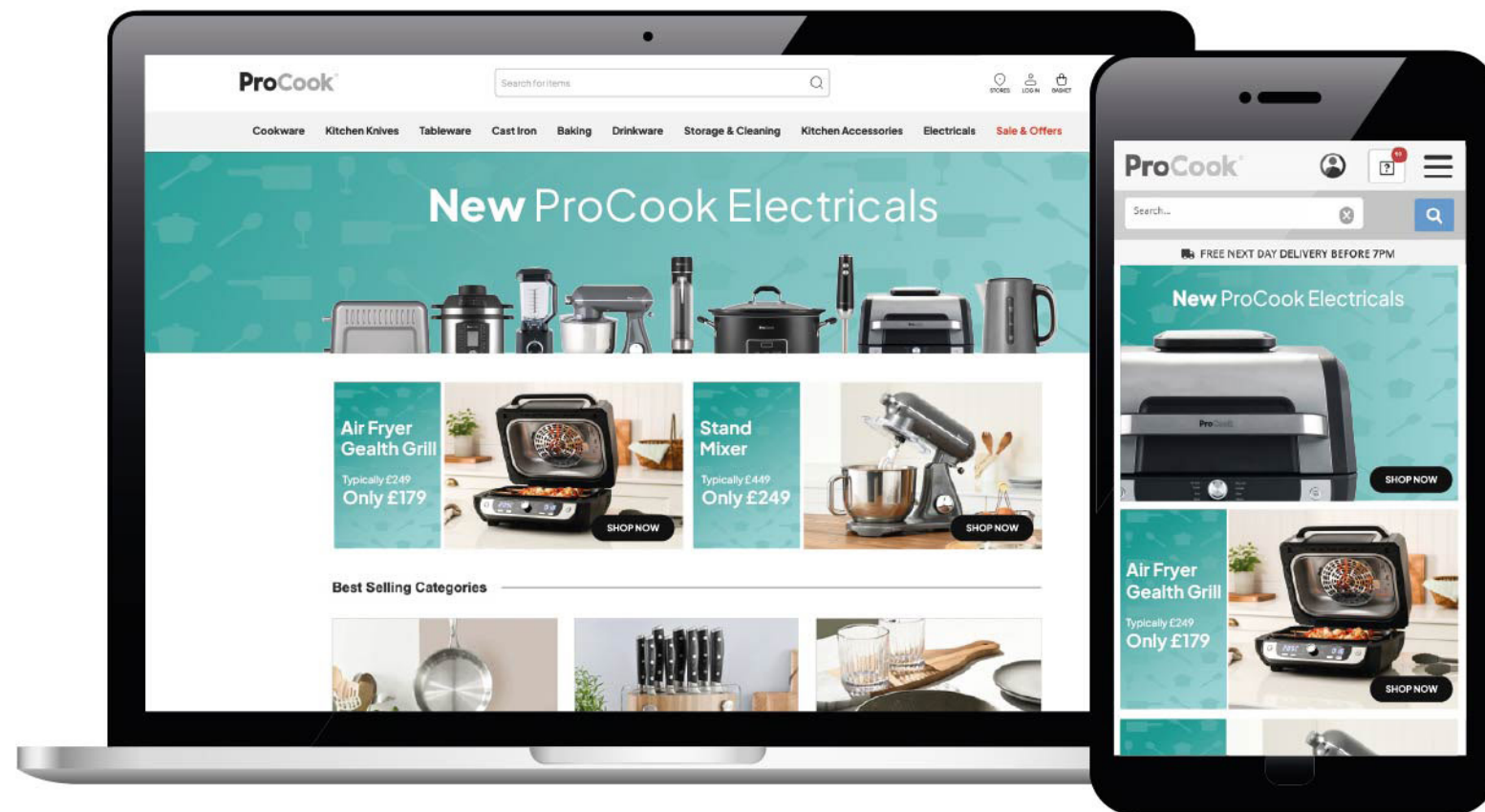
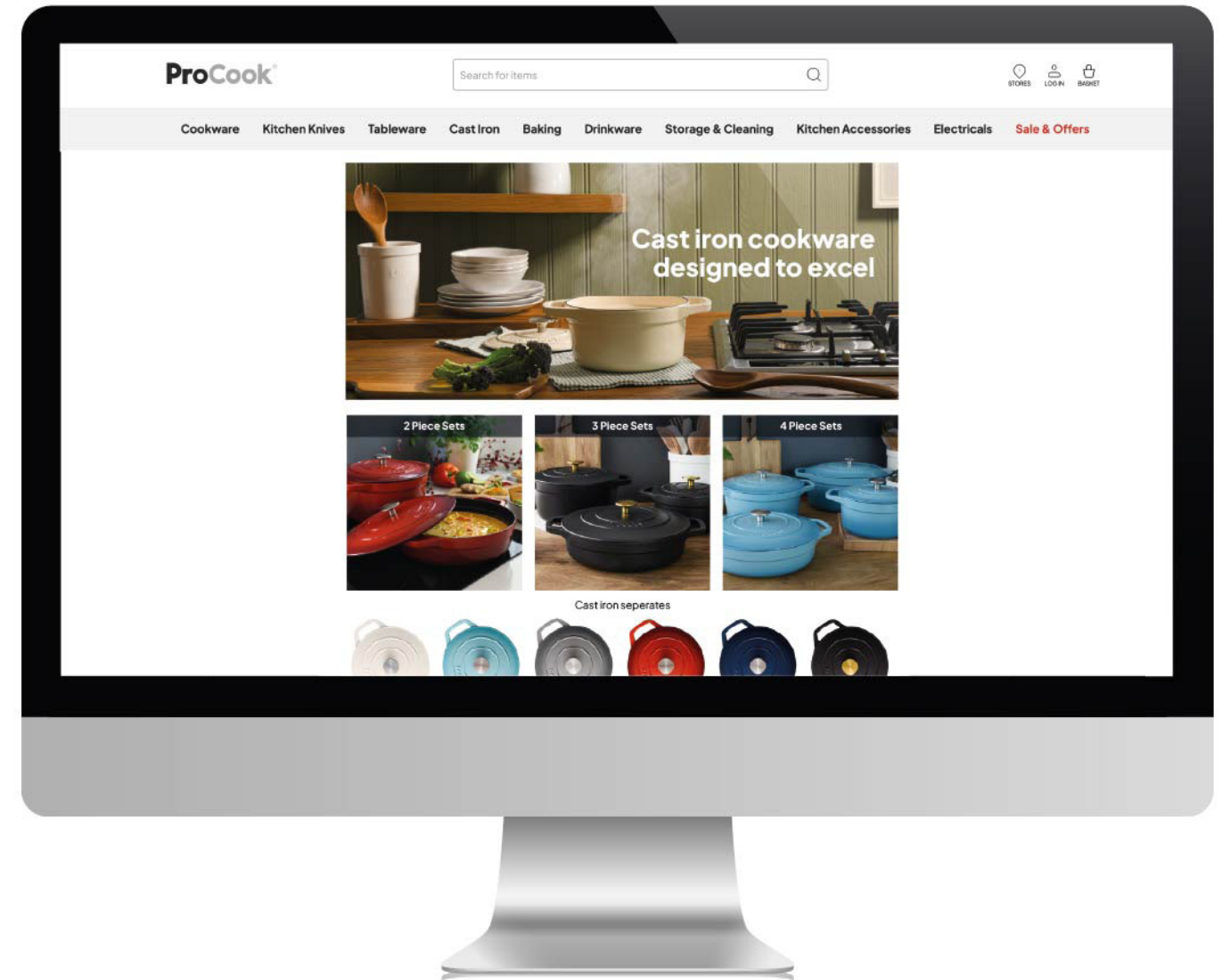
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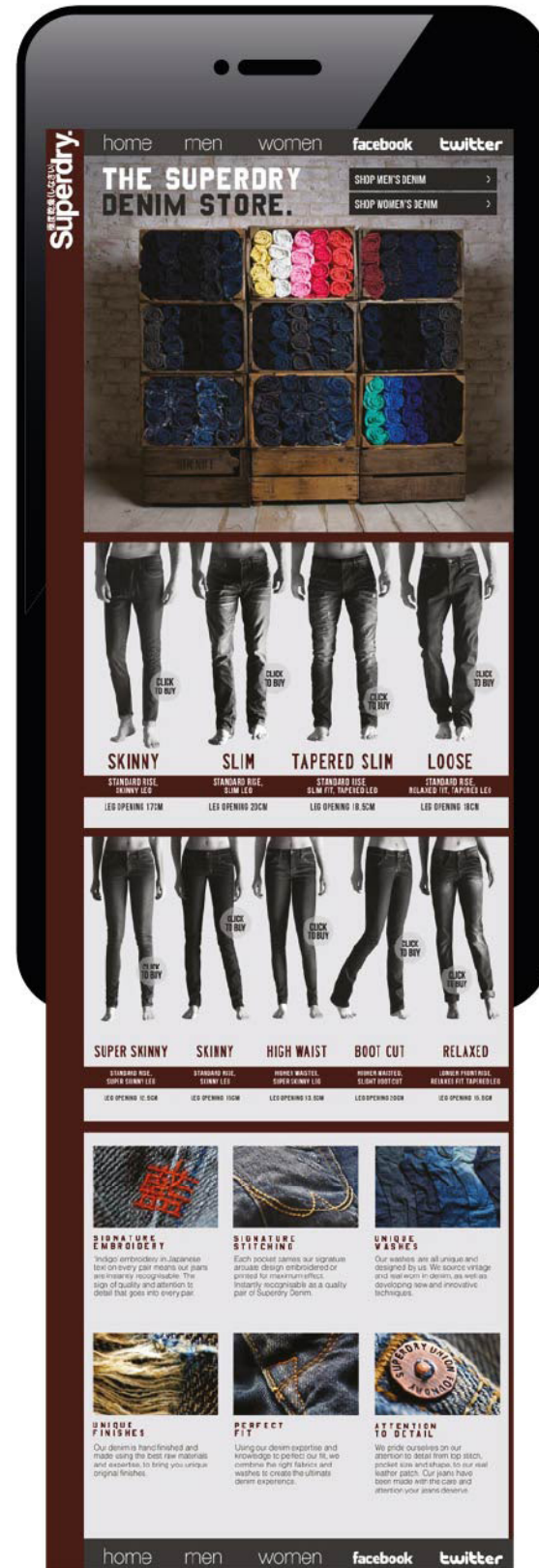
Digital.



I have worked on a range of digital projects for ProCook and Superdry, including website design, web banners, and email campaigns. Collaborating closely with marketing and development teams, I have played a key role in crafting visually engaging and user-friendly digital experiences. My contributions have helped enhance customer engagement, streamline the online shopping journey, and strengthen brand presence across digital platforms.



Digital.



At Superdry, I was responsible for designing digital emails across 12 international markets, along with web banners and pages. This required adapting content for different languages while ensuring brand consistency and visual impact. My work played a key role in delivering engaging, market-specific designs that enhanced customer experience and strengthened Superdry's global digital presence.



Packaging.



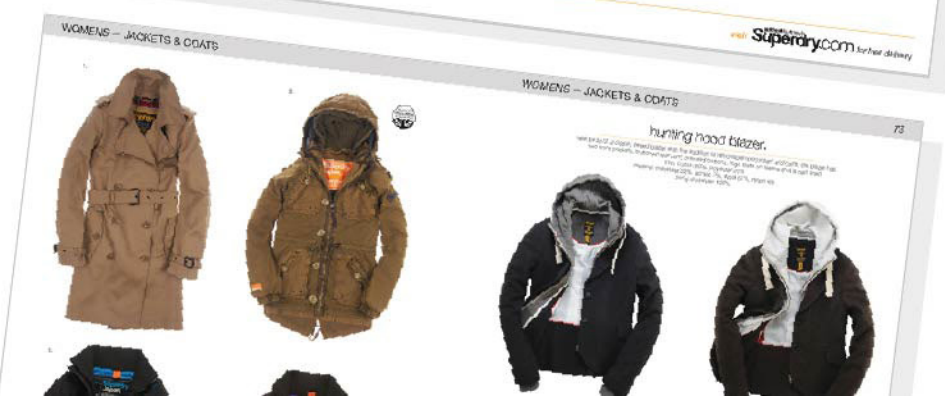
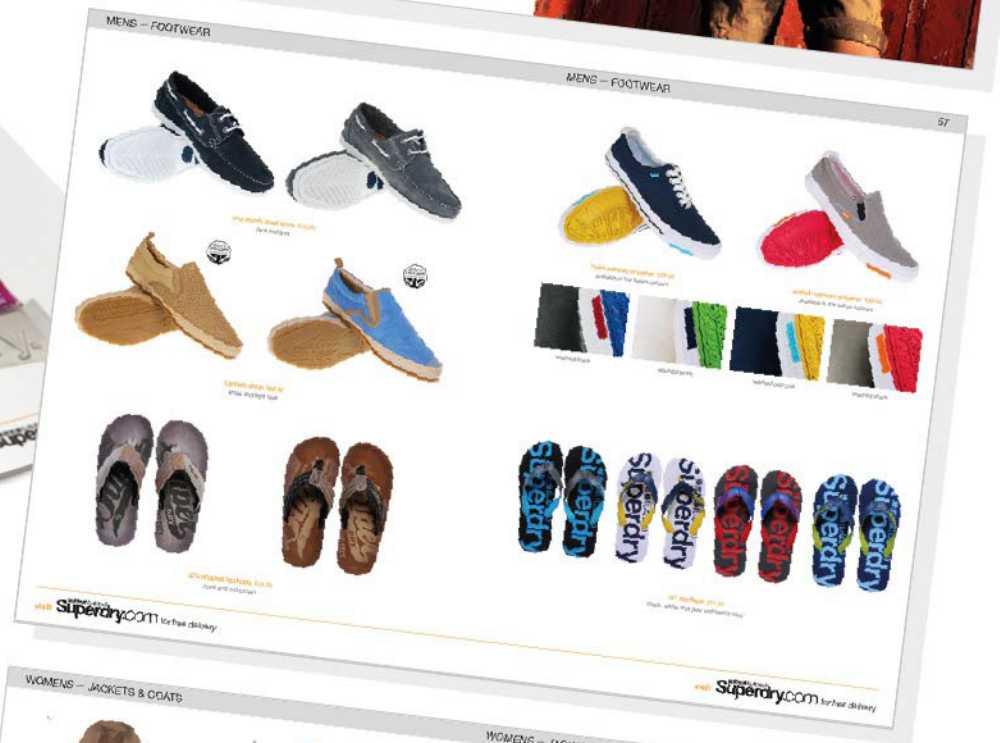
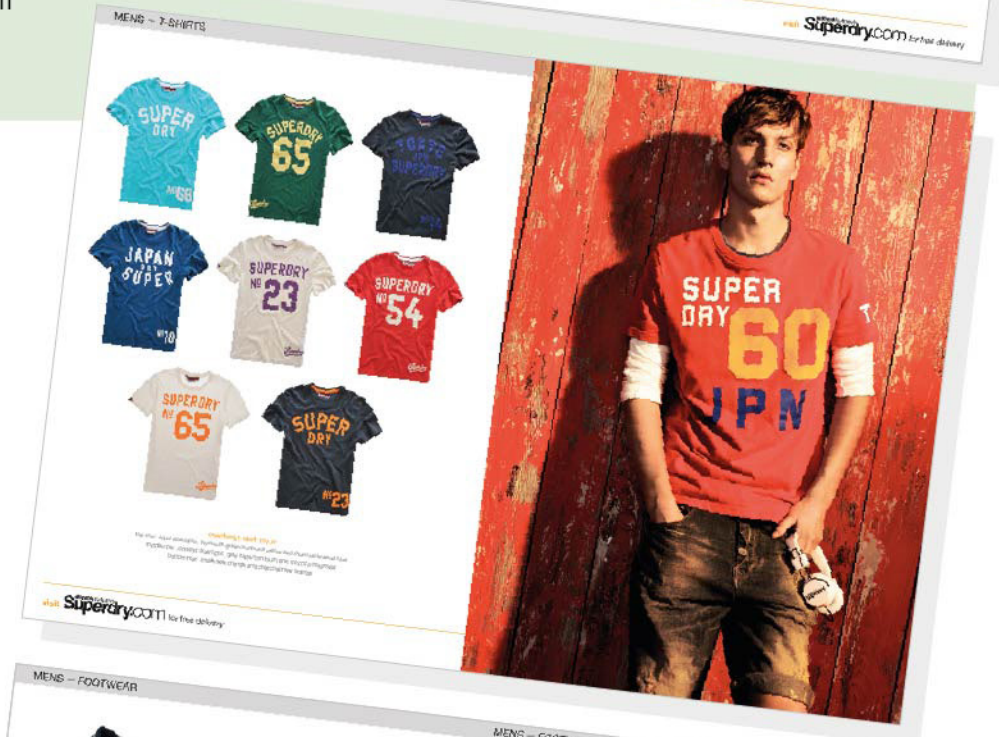
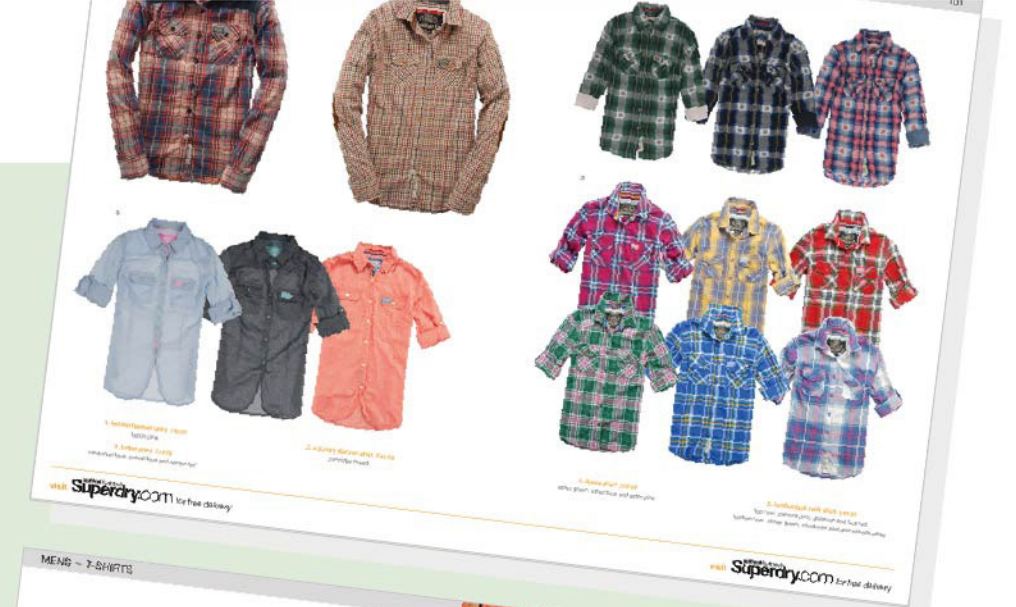
ProCook packaging is designed in-house to ensure that the branding is consistently represented. I have worked on a variety of cookware packaging, focusing on sustainability by reducing plastic usage and where possible, incorporating recycled materials. This approach not only minimises environmental impact but also supports our status as a B-Corp certified company, maintaining the functionality, quality, and strong brand identity of our packaging.

Packaging.



Print.

Throughout the best part of my career, I have worked in print design, and it has become a true passion of mine. The tactile nature of print, the paper textures, and the choice of printing processes have always fascinated me. There's something incredibly appealing about holding a freshly printed item, the weight of it in your hands and the smell of fresh ink that print offers and will always hold a special place in my work.



rint.

[illegible]

NEW PRODUCTS

See our response to the productivity challenge

VARIAXIS 630-5A B T
A new dimension in 5-axis machining - now with turning!



HYPER GENESIS 150M5Y
With two turntables and two spindles to double your productivity.



VERTICAL CENTER NEXUS 750D-18
Combining power and rigidity with high levels of performance and accuracy.



Challenge us to help you improve your productivity

REVOLUTIONISE YOUR PRODUCTIVITY
Learn how to gain massive productivity improvements in your manufacturing operation with Mazak DONE-IN-ONE machining.

DONE-IN-ONE

SPECIAL OFFERS
Check out our special offers on UK built machines.

FINANCE DEALS
Ask to one of our experts about financing options for your new machine.

SCHEDULE

09:30 **WARM UP AND FREE PRACTICE**
Arrival, coffee and practice on simulator on first-come-first-served basis.

09:45 **TEAM BRIEFING, GRID POSITIONS & START YOUR ENGINES**
Explanation of schedule and organise into teams.

10:00 - 13:00 **ROUND ONE**
Learn about the Mazak Productivity Revolution.

13:00 - 14:00 **PIT STOP**
Refuelling (lunch). Demonstrations open for further viewing.

SIGN UP NOW!
Be one of the first 50 to register for each day to guarantee your entry into the Race Challenge.

Can you set the fastest lap time of the day?

14:00 - 16:00 **ROUND TWO**
The Productivity Revolution continues... and the final laps of the Mazak Grand Prix Challenge.

16:00 **FINAL LAP - RACE TO THE CHECKERED FLAG**
The race leader from each team takes the final challenge. The best driver of the day receives the main daily prize (see details opposite).

16:30 - 18:00 **PIT LANE WALK**
Opportunities to revisit exhibits and further discussions.

MAZAK GRAND PRIX CHALLENGE

☐ I would like to enter the Mazak Grand Prix Challenge

MY PREFERRED DATES ARE:

☐ Tuesday 9th December	☐
☐ Wednesday 10th December	☐
☐ Thursday 11th December	☐

FAX BACK ON 01905 755542
EMAIL sales@mazak.co.uk with your full details
CALL ON 01905 752013
OR POST THE COUPON

Name: _____
Title: _____
Company: _____
Address: _____
Postcode: _____
Tel.: _____
E-mail: _____

Mazak

MAZAK GRAND PRIX CHALLENGE

Tues 9th, Weds 10th, Thurs 11th, December 2008



From the M5
Leave the M5 at Junction 6 (Worcester North). Follow the signpost 'Wardend'. Straight on at second roundabout, Goswold Way. Do not take first turning (Birmingham Drive (Goods Inwards)). Car park and main entrance located on Badgeworth Drive. The plant is located about 1.25 miles from Junction 6.

From the A4308
Turn South onto Blackpole Road (A4308). After about 0.6 miles, turn left onto Goswold Way. Badgeworth Drive is the third turning on the left.

Yamazaki Mazak U.K. Ltd.,
FIREPOST WRE317
Worcester
WR4 9BR

111

Mazak
Yamazaki Mazak U.K. Ltd., Badgeworth Drive,
Worcester WR4 9NF Telephone: 01905 752051
E-mail: sales@mazak.co.uk www.mazak.co.uk

VODAFONE McLaren MERCEDES

PRIZES TO BE WON!

The fastest lap time each day will win a unique item of merchandise autographed by a Vodafone McLaren Mercedes Team driver at the Brazilian Grand Prix.

Many other prizes also available.



OFFICIAL SUPPLIER

RACE CHALLENGE

Accept the challenge and test yourself against Lewis Hamilton by taking a turn in the official Vodafone McLaren Mercedes simulator. The simulator comprises the front half of a car, with a widened cockpit and moveable pedal system, linked up to a computer and monitor in front of the driver.

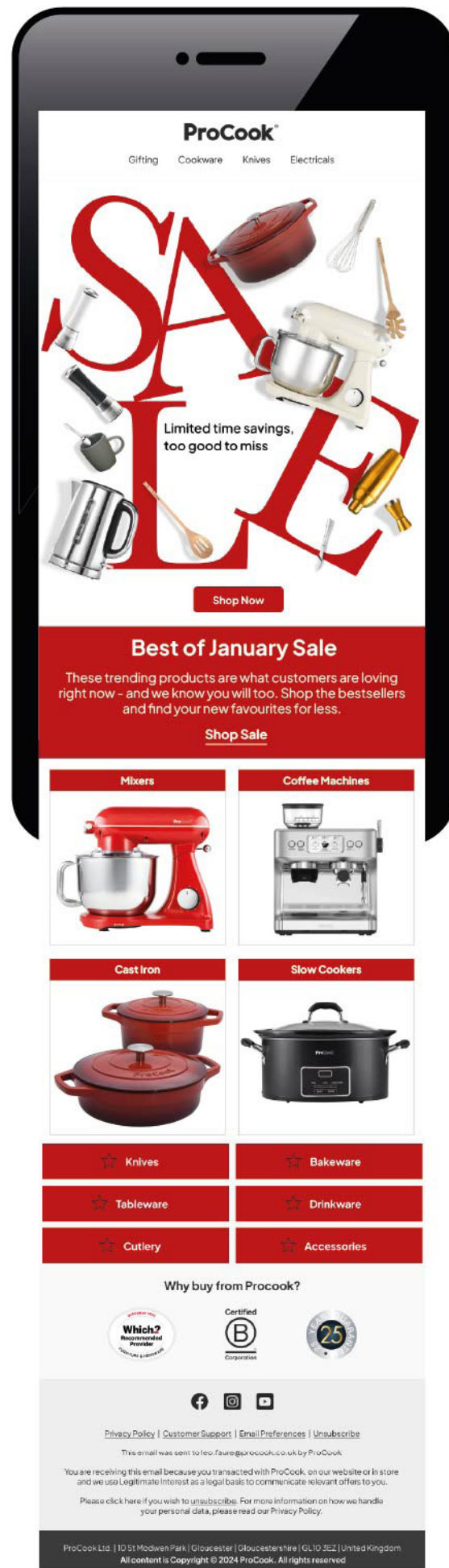


MAZAK GRAND PRIX CHALLENGE

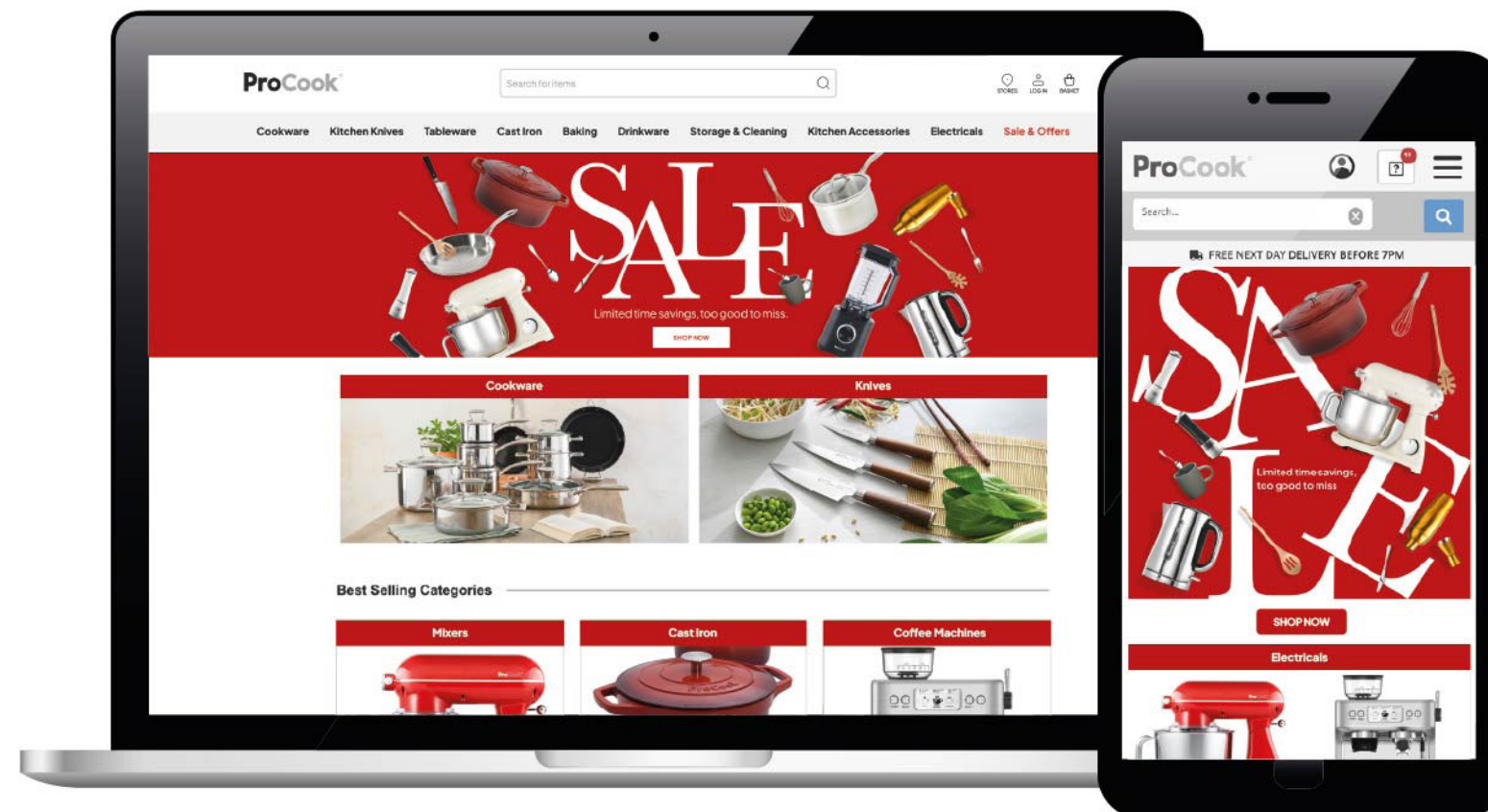
Tuesday 9th - Thursday 11th December 2008
Yamazaki Mazak UK Ltd., Worcester

Mazak
Your Partner for Innovation

Campaign.



At ProCook, part of the design process revolves around creating engaging and visually appealing campaigns that resonate with their audience. These campaigns are carefully crafted to showcase new products, seasonal promotions, and brand initiatives.



Campaign.



I was recently honoured with the 'Colleague of the Period' award for my creative work on the Sale campaign, where it was recognised that I went above and beyond to help achieve the company's best sales to date. It was incredibly rewarding to see the impact of my work contribute to the company's success, and I'm proud to have been recognised for my dedication and creativity.



A vibrant collage of 12 images depicting a mid-century modern aesthetic with a focus on summer, poolside, and retro dining. The images include:

- A circular inset of a modern house with a pool.
- A large pool with a red building and palm trees.
- A cactus in front of a red building.
- A glass of iced drink with fruit.
- A table with drinks and cans.
- A table with cocktails and a bottle.
- A poolside lounge with orange umbrellas.
- A table with fruit and drinks.
- A table with a cocktail and a bowl of cereal.
- A plate of food with eggs and bread.
- A table with a cocktail and a bowl of cereal.

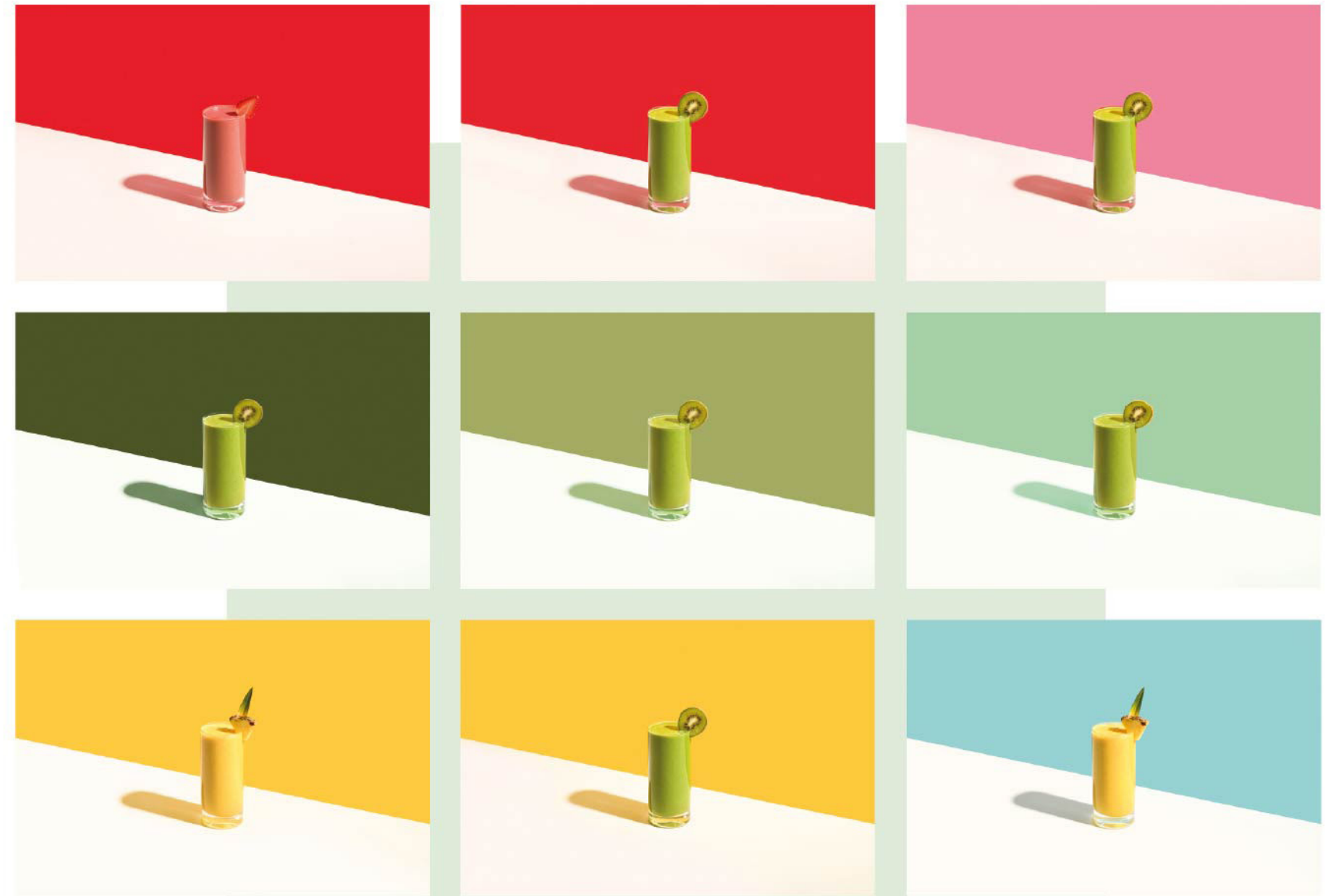
The color palette is dominated by teal, orange, pink, and yellow.



Our Summer campaign draws vibrant inspiration from David Hockney's iconic *The Splash*, embracing the bold clarity of pop art and the sun-drenched cool of a Palm Springs aesthetic. We wanted the collection to feel fresh, bright, and effortlessly playful. From the colour palette to the composition, the campaign channels the spirit of retro leisure while highlighting our contemporary cookware in bold, graphic form.

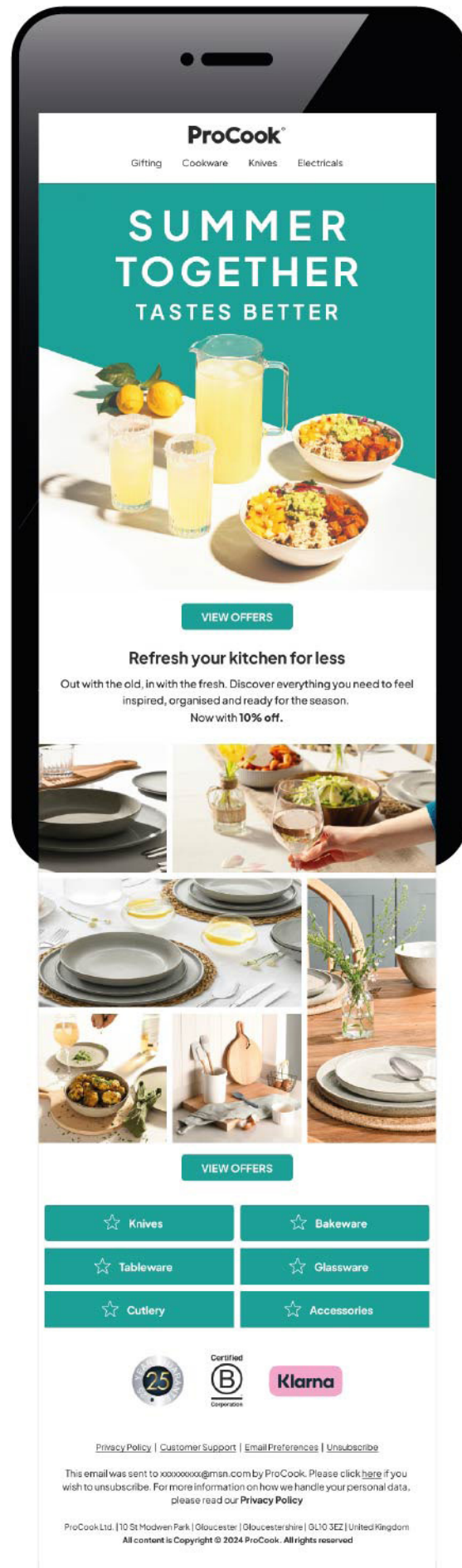
Campaign.

I directed the photoshoot with a very specific visual goal in mind: a flat background that would give the images a clean, almost screen-printed appearance with a summer aesthetic. This approach allowed each piece to stand out with clarity, letting colour and silhouette do the talking. It was about paring things back, creating a sense of stillness and composition that echoes the simplicity found in Hockney's work, while also letting the product take centre stage.

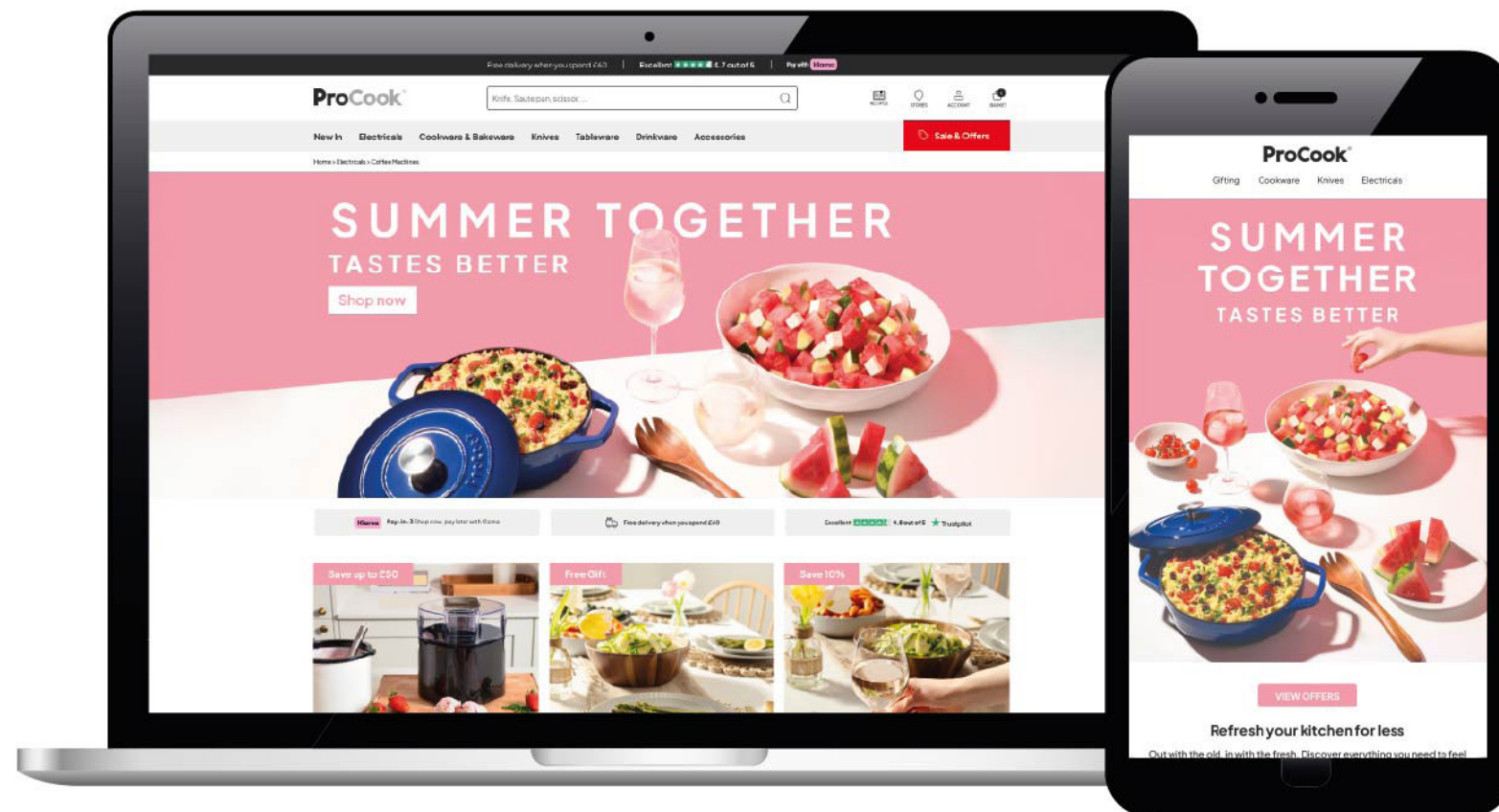
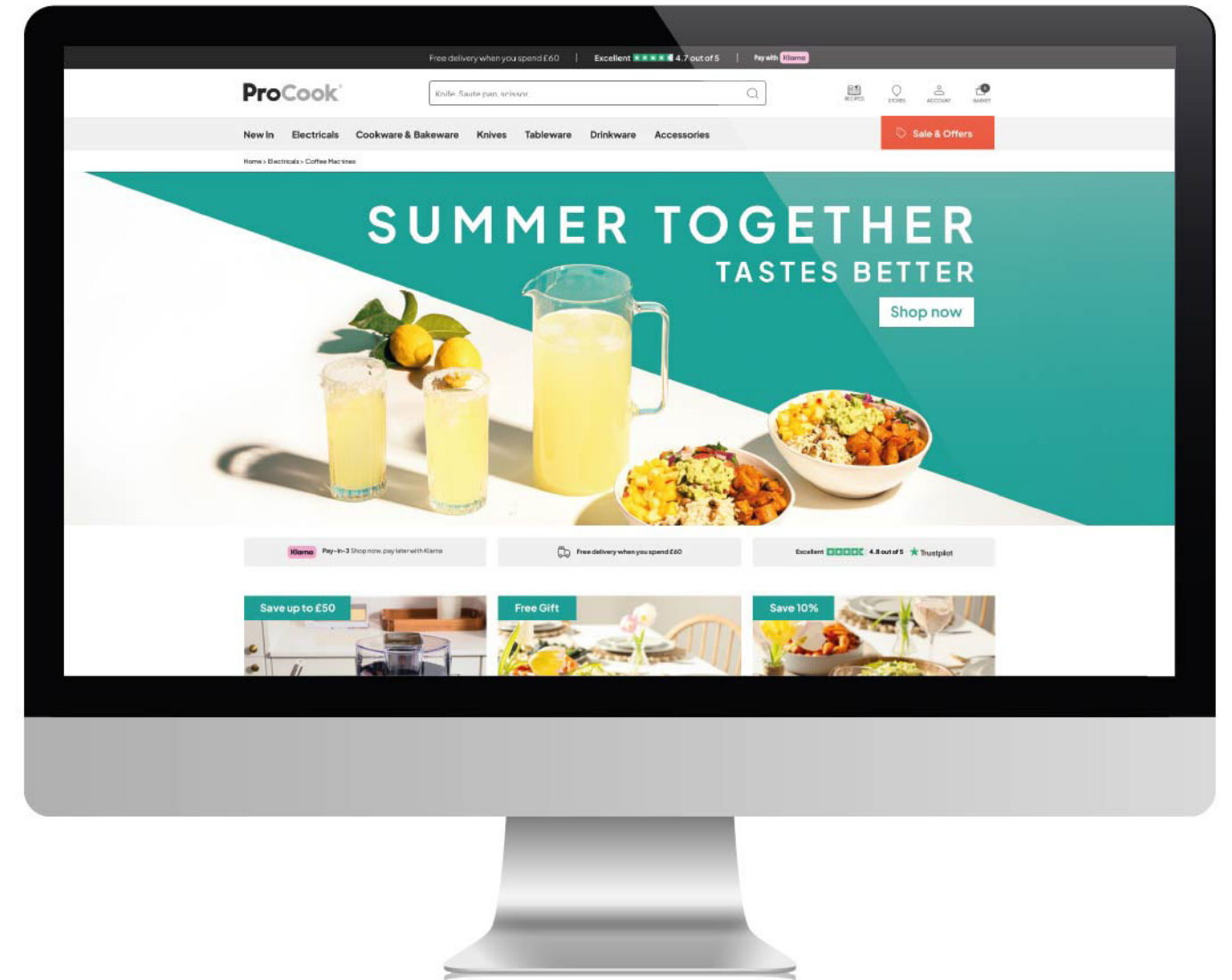


We began the process with a detailed test shoot, which helped us fine-tune key elements such as horizon line, shadow length, and the placement of each cookware item. This early exploration was crucial to achieving balance in the final visuals ensuring every prop felt intentionally placed.

Campaign.



One of the unique challenges in this campaign was integrating our promotional items and featured recipes in a way that felt natural. Every piece had to work both aesthetically and functionally, not just as part of the image, but point to the content and offers available on our website. Pushing cast iron during the Summer season presented its own challenge, as it's traditionally associated with colder weather cooking. To address this, we focused on lighter, warm-weather recipes that showcased the versatility of cast iron, like summer pastas, and outdoor friendly one-pan meals, making it feel relevant and desirable even during the summer.



Campaign.

