

Anna Floyd

CREATIVE

Design can...



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Design can...

Support local businesses



Detours

Insight:

Tripadvisor and Instagram are spoiling the spontaneity of travel. Before we visit somewhere new, we already know exactly what to expect. We've seen the menu at a restaurant and know what we want to order. The authenticity of travel is disappearing.

Idea:

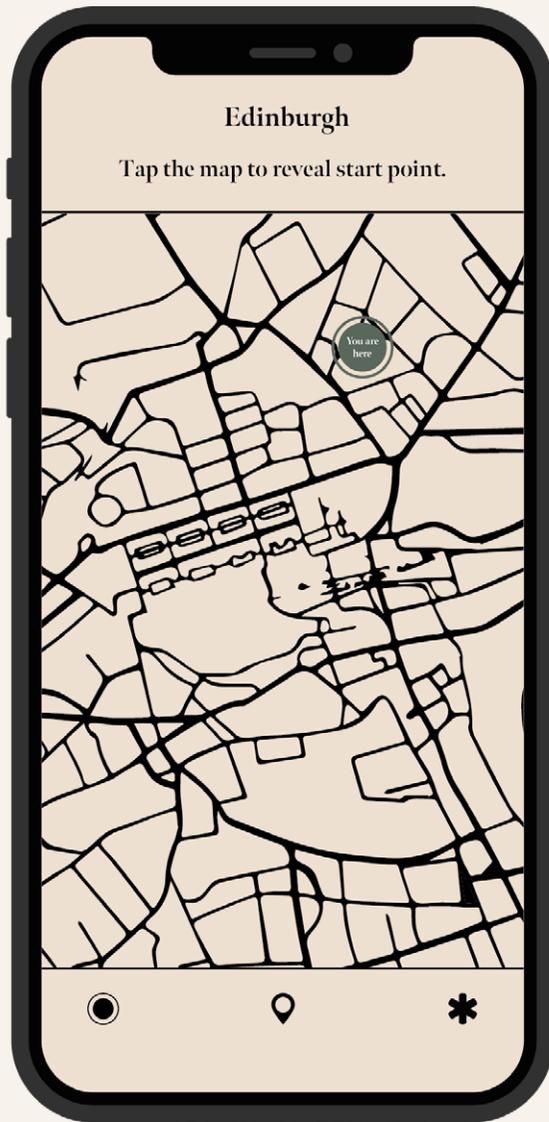
Detours is a trusted, virtual-tour-guide brand, with a focus on authentic experience and supporting local business. Directing users on an undisclosed route, directions are given through a smart watch application. Designed with local insight, the app takes you to off-the-beaten track, past chosen independent businesses. The emphasis is on being present and exploring a city, without your head buried in Google maps.

My Role:

Experience Design

Copywriting

Detours

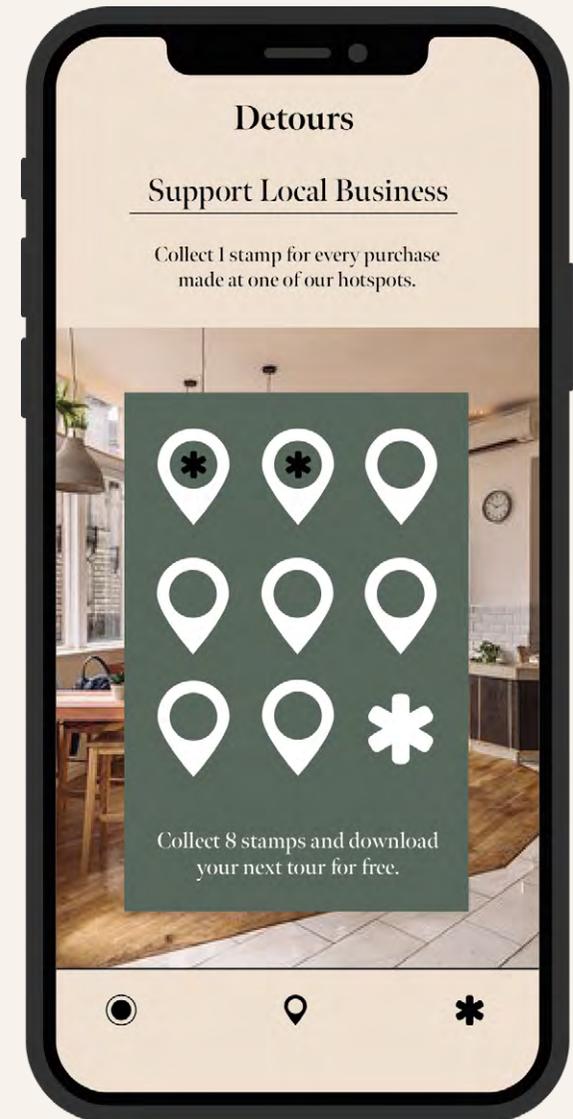
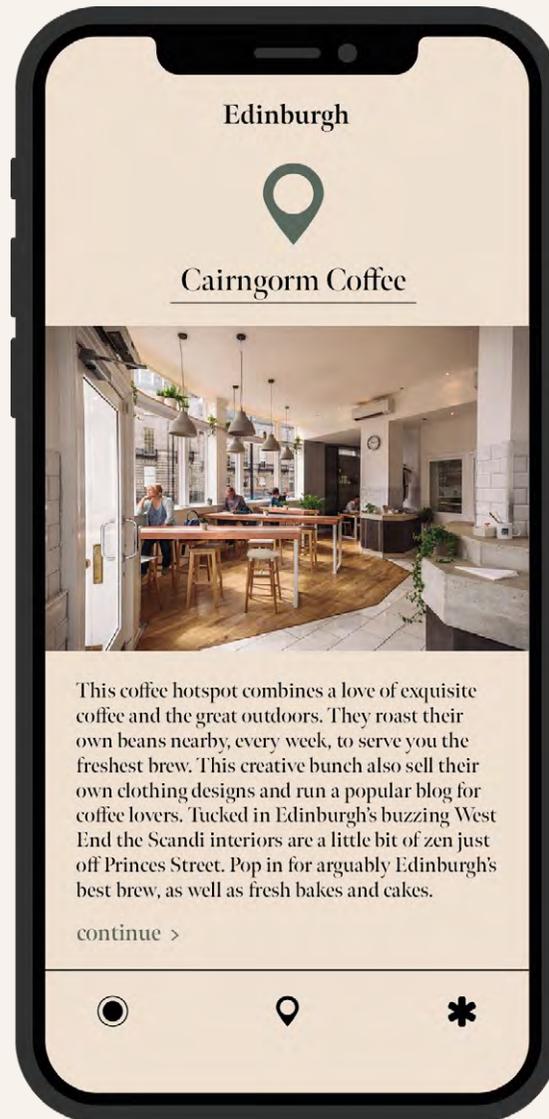


The smart phone application reveals the starting point for the tour. Once you begin, directions are given in real time, through a smart watch application. The simplicity of the directions means that the user can immerse themselves in their surroundings.



Detours

The selected hotspots are indicated as users pass them on their tour. Information about each business is accessed via the smart phone app. To encourage users to support local businesses, stamps are earned for every purchase in any Detours hotspot.



Design can...

Promote mindfulness



White Space

Insight:

Our generation live in a constant state of false “busyness”. In London especially, working overtime is glorified and this leads to an unhealthy relationship with work. To improve the wellbeing of people in the city, as much emphasis should be put on rest and mindfulness as is put on productivity and results.

Idea:

This project aims to encourage Londoners to slow down and ultimately improve their wellbeing. A series of interruptions along people’s daily commutes draw attention to spots in the city where passers-by can stop, sit and reflect.

My Role:

Design
Art Direction
Photography

White Space

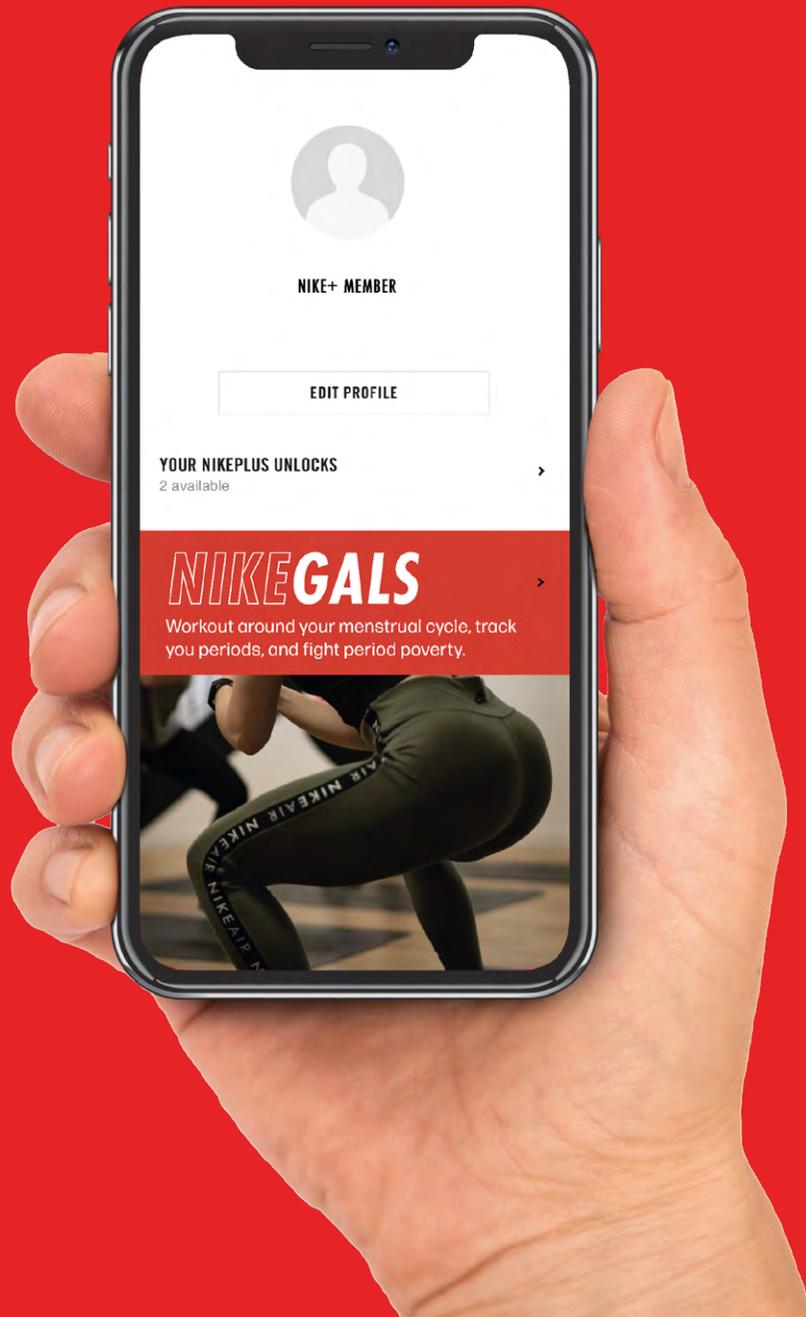


White Space



Design can...

Tackle period stigma



NIKE GALS

Insight:

There are an increasing number of studies looking at the effect of the menstrual cycle on exercise. From a high performance level, to girls PE in schools, females should be being educated on this. 49% of all girls in the UK have missed entire days of school due to being on their period, and teenagers are refusing to participate in sport for the same reason. The conversation about sport and female health needs to start now.

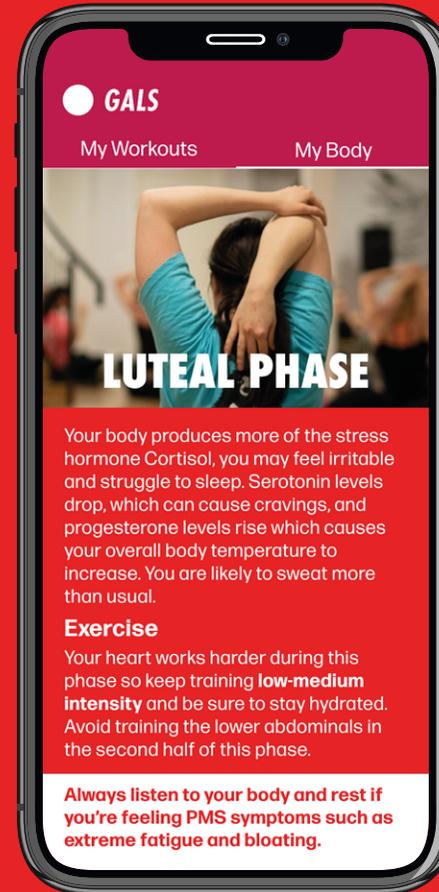
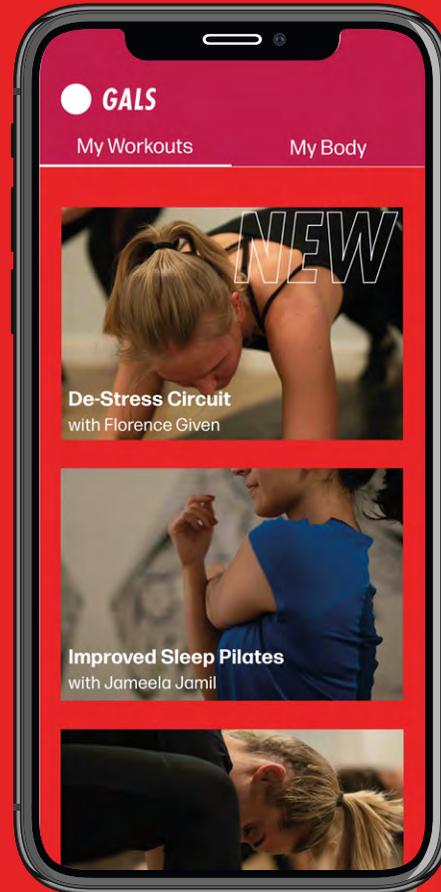
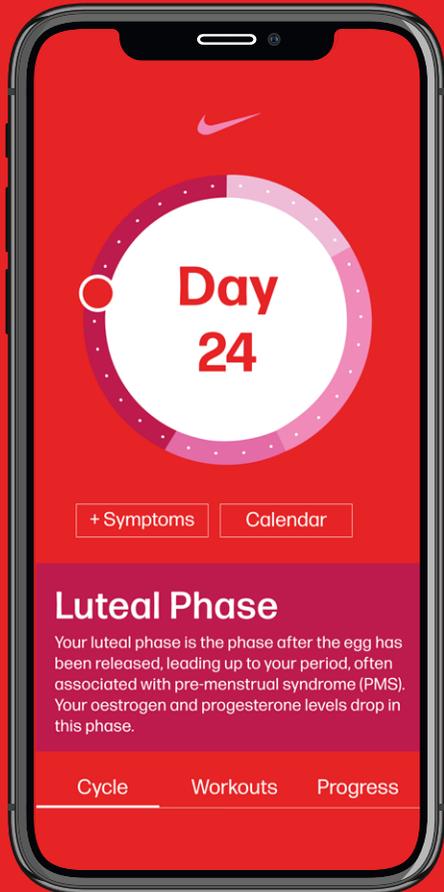
Idea:

Nike Gals is the world's first integrated period tracker and exercise guide, tailored around the menstrual cycle. The aim is to help girls understand their bodies and educate them about exercising around their menstrual cycle. Nike Gals fights the stigma surrounding periods by promoting open conversation about menstruation from a young age. A secondary feature of Nike Gals is donations to female health charities, when users complete workouts via the app.

My Role:

User Research
UX Design

Nike Gals



Workouts are specific to the symptoms you might experience during each phase and tailored to optimise training around your cycle. The influencers involved have been selected as positive role models for young girls, to promote positive body image perception, and to encourage girls who are new to exercise to get active.

Nike Gals



For every 5 workouts completed via the app, Nike donates £5 to the charity of the month. The 'Progress' page is a quick, visual representation of your workout streak and charitable contribution. Upcoming charities will be visible ahead of time, to increase user retention.

Menstrual supplies are not cheap, but for anyone with a period, they are, of course an absolute necessity. Everything you donate helps us to help people who can't afford menstrual protection, and every single donation makes a huge difference.

Thank you!



Coming soon

July

freedom4girls

Design can...

Connect people



dis_connected

Insight:

78% of UK households don't sit down with family, or friends to eat. In the UK we spend on average 10 minutes eating our evening meal which psychologists say could have a detrimental effect on our wellbeing and relationships.

Idea:

Disconnected is a mindful eating initiative which encourages people to connect at the dinner table without distractions. Disconnected hosts pop-up supper clubs in restaurants, where customers switch off and engage with others. The prototype is hosted by Paradise Palms in Edinburgh, with the aim of collaborating with different independent restaurants.

My Role:

Experience Design
Art Direction
Photography

dis_connected



Design can...

Improve public mental health



BoundFitness

Insight:

Student wellbeing is worsening and there are extremely long waiting lists to access support and counselling. Existing gyms and studios are daunting for beginners and many fitness “influencers” risk encouraging a negative relationship with exercise.

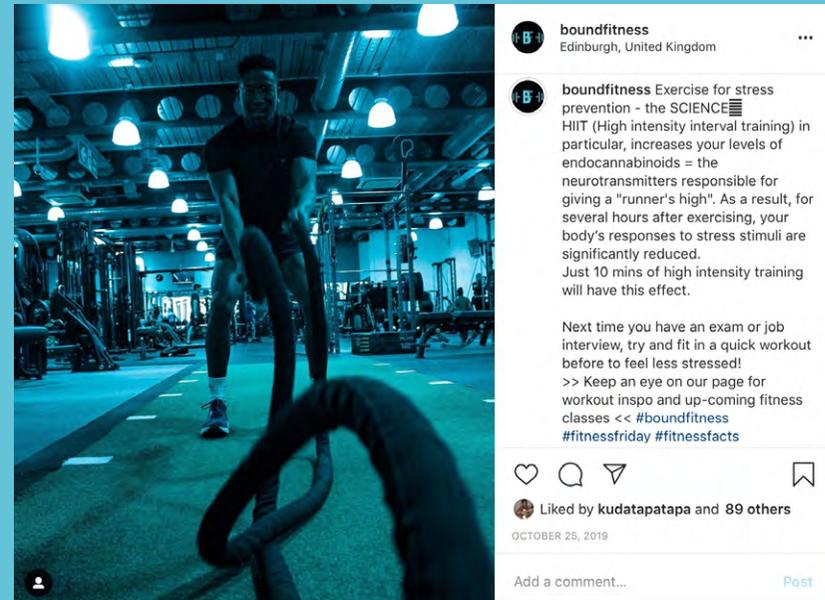
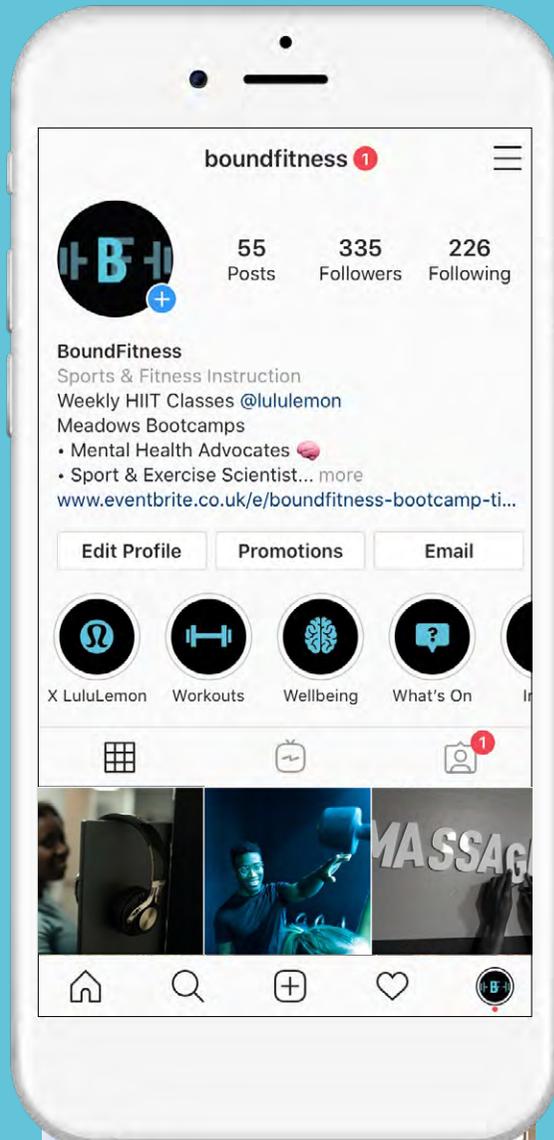
Idea:

The aim of BoundFitness is to promote exercise for mental health. My role as Marketing Director has been broad and very hands on. I work with the existing branding to create content for all social platforms and e-newsletters. Working for this start up has been invaluable in revealing how the skills I have learnt in education are transferable to real work, as well as providing welcome responsibility and challenge.

My Role:

- Marketing
- Pitching
- Content Creation
- Copywriting
- Communications

BoundFitness



Design can...

Strengthen collaboration



Raw Creative

Insight:

The Design Agency course is run within Edinburgh College of Art each year. It brings together students from different year groups and disciplines, to collaborate on self-directed briefs.

Idea:

I co-founded Raw Creative, an agency which focussed on tangible outcomes and collaboration. We pitched for applicants, conducted interviews, hired designers, and ultimately managed the team. I was Studio Manager, and took this opportunity to partner with local creative agencies and designers (O Street, Frame and Katie Harrison) to run diverse briefs with our team and network with professionals in the industry.

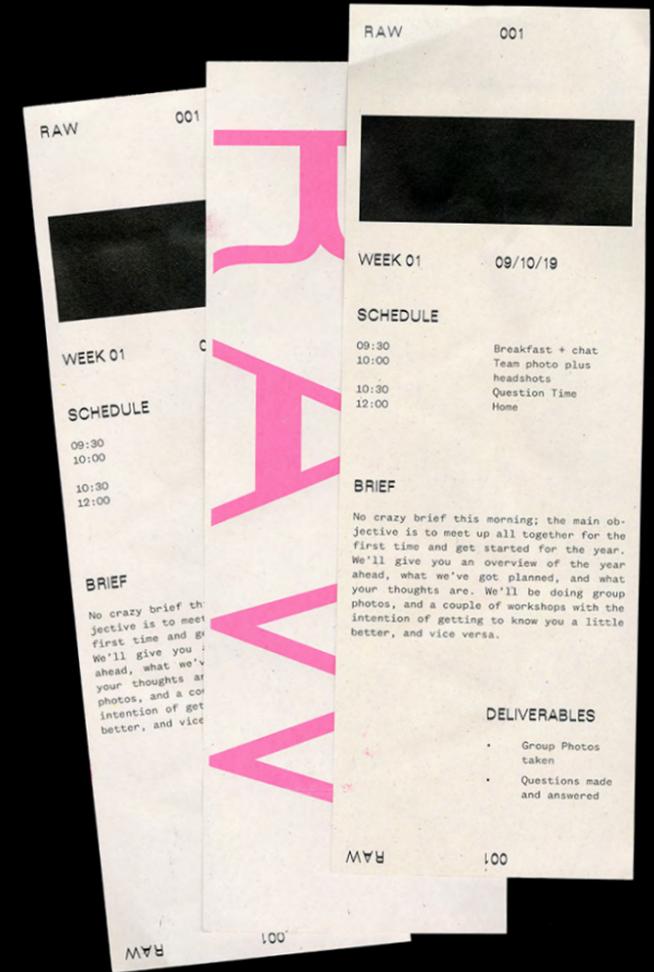
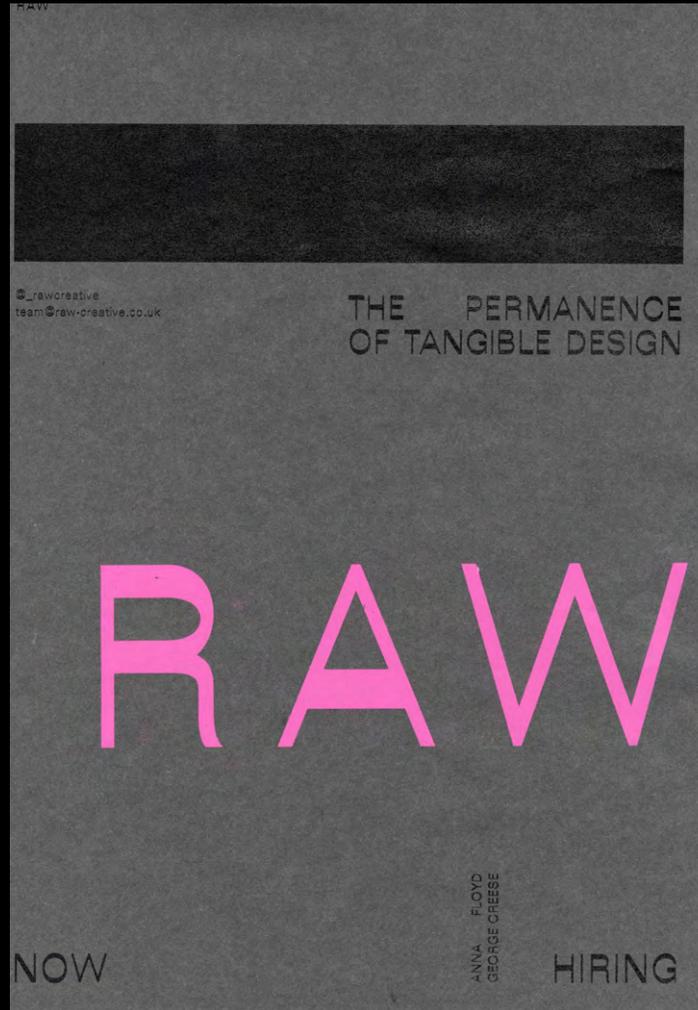
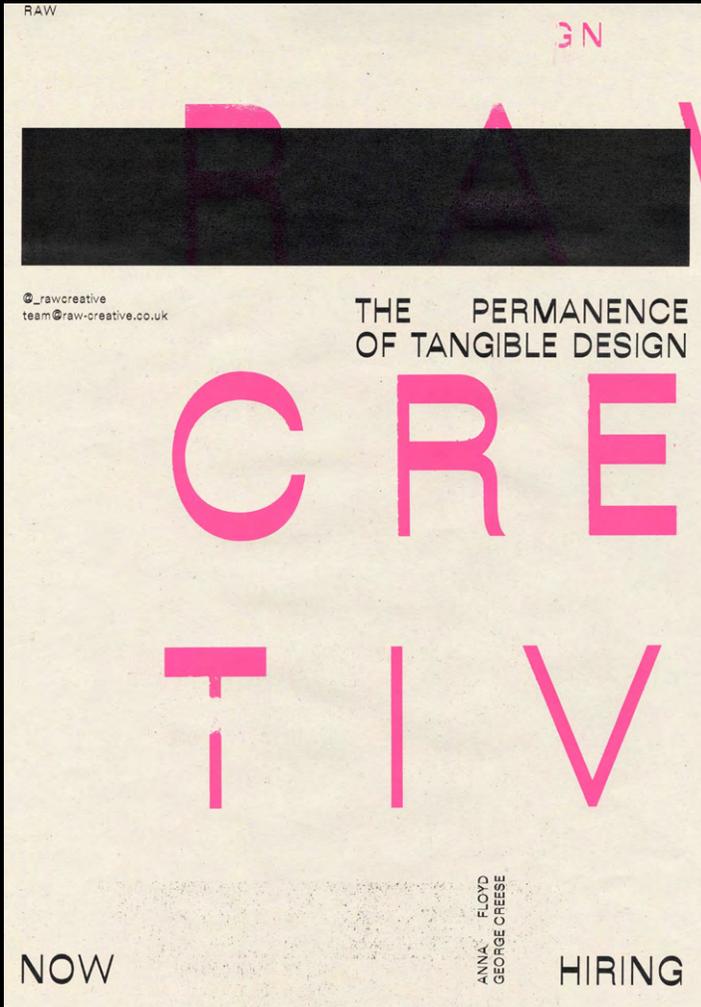
My Role:

Brand development
Studio Management
Collaboration
Communications

Raw Creative

RAW

RAW
CREA
TIVE



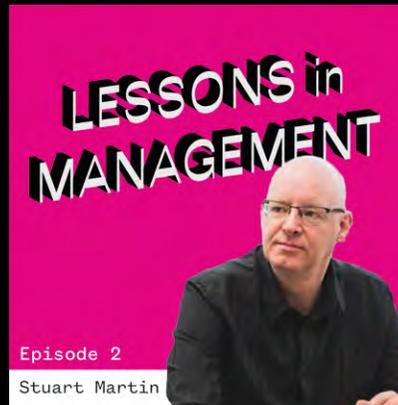


We also branded, designed and created the physical space in which we ran our agency. Our agency ethos was "The permanence of tangible design" and this was reflected in the textural, tactile work space we created.



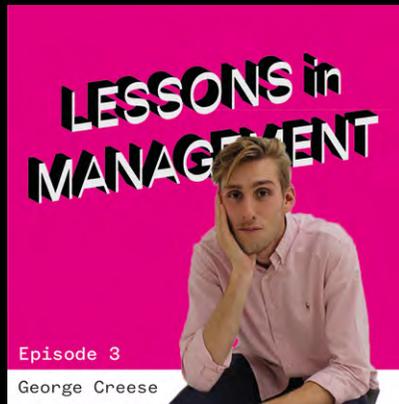
Episode 1
Kuda Tapatapa

BoundFitness



Episode 2
Stuart Martin

Intrinsic



Episode 3
George Creese

Raw Creative



Episode 4
Lauren Bailie

Contagious



Episode 5
Rachel Arthur

Boom Saloon



Episode 6
Tessa Simpson

O Street

LESSONS IN MANAGEMENT PODCAST

Insight:

My experience as Studio Manager in Raw Creative lead to an increasing interest in managing people. I wanted to learn from professionals and people in different managerial roles, in order to implement their advice into the running of our agency.

Idea:

I hosted and published a series of podcasts. Each one covers a different aspect of management, primarily focussing on managing creatives. I interviewed people of varied experience, giving me great insight into different management styles and approaches. It was an opportunity to push myself out of my comfort zone and grow as a manager and team player. [Listen here.](#)

My Role:

Host
Production
Design

Thank You!



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