

Michelle Ellis  
CREATIVE DESIGNER

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OVERVIEW PORTFOLIO

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**FREELANCE PROJECT**  
**// LOGO DESIGN**  
DESERT NOMAD STUDIOS

**BRIEF:**

A games company that had functioned without a logo required a simple all-in-one logo to primarily feature at the start of their game, A Tale in the Desert, a crafting MMORPG based in ancient Egypt. The styling had to be simplistic and modern, with a nod to the Egyptian theme of the game.



**FREELANCE PROJECT**  
**// LOGO DESIGN**

ELLIS-RIDINGS  
MORTGAGE SOLUTIONS

**BRIEF:**

Branding for a new mortgage company that included logo design, literature and advertising material. The logo needed to be clear and concise and the client requested a bold, dark blue colour scheme

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**ELLIS-RIDINGS**  
MORTGAGE SOLUTIONS

**LOCAL, WHOLE OF MARKET MORTGAGE ADVICE**

**LOCAL, WHOLE OF MARKET MORTGAGE ADVICE**

At Ellis-Ridings Mortgage Solutions, we specialise in assisting homeowners and buy to let investors alike. Whether you're a first time buyer, moving house, seeking a new mortgage deal, or looking to borrow additional funds, we're here for you.

**Why Choose Ellis-Ridings Mortgage Solutions?**

Here's why our clients trust us:

- ✓ Whole of Market Advice - We search the entire market to find the best mortgage tailored to your needs.
- ✓ Expert Guidance - Our fully qualified advisors offer clear, professional advice to help you make informed decisions.
- ✓ Comprehensive Protection - We ensure your home and future are covered with the right insurance solutions.
- ✓ Stronger Buying Position - We help pre-approve your mortgage, putting you in the best position when house hunting.
- ✓ Honest & Friendly Support - No pressure, no obligation—just expert advice with your best interests at heart.

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Your property may be repossessed if you do not keep up payments on a mortgage or loan secured against it.

**FREELANCE PROJECT // BRANDING**  
ELLIS-RIDINGS MORTGAGE SOLUTIONS  
Stationery

**FREELANCE PROJECT // PRINT**  
ELLIS-RIDINGS  
A5 Leaflet



neo: X<sup>3</sup>

ProAudio

one<sub>IP</sub>  
BY PULSEEIGHT

**CAREER HIGHLIGHT**  
**// SUB-BRAND LOGOS**  
PULSE-EIGHT

**BRIEF:**

During my time at Pulse-Eight, we launched three sub-brands. Each logo needed to function as a standalone design, while also complementing a variety of advertising materials and aligning with the overarching Pulse-Eight brand identity.



BY PULSEEIGHT

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NEO:LITE3 END POINT

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**TECHNICAL SPECIFICATIONS**

<p><b>SKU:</b> P8-HDBT3-L-EXSET(WW)</p> <p><b>Modes:</b> Transmit or Receive</p> <p><b>HDMI Inputs:</b> 1x HDMI® 2.0</p> <p><b>HDMI Outputs:</b> 1x HDMI 2.0</p> <p><b>HDBaseT Recommended Cable:</b> Cat6A or greater</p> <p><b>Ethernet Passthrough:</b> No</p> <p><b>Serial Control:</b> Yes - RS232</p> <p><b>IR Control:</b> Bi-Directional</p> <p><b>HDMI-CEC Passthrough:</b> Yes</p> <p><b>ARC (Audio Return Channel):</b> Yes</p> <p><b>DSC (Display Stream Compression):</b> No compression</p> <p><b>PoH:</b> Yes with automatic switching</p> <p><b>Maximum Pixel Clock:</b> 600Mhz</p> <p><b>Maximum Bandwidth:</b> 18Gbps</p> <p><b>Maximum Video Resolution:</b> 4K@60Hz 4:4:4</p> <p><b>LED Indicators:</b> Yes</p> <p><b>Extend:</b> 4K / 1080p up to 40 metres</p> <p><b>Encryption:</b> HDCP 1.4 and HDCP 2.2</p>	<p><b>Colour Supported:</b> 4K 4:4:4 8bit, 4K 4:2:2 10bit</p> <p><b>HDR Support:</b> Yes (up to 4K 4:2:2 10bit HDR)</p> <p><b>Power Consumption:</b> 12W</p> <p><b>Power Supply:</b> 1 x 48V @ 0.5A</p> <p><b>Wall Mountable:</b> Yes - brackets included in kit</p> <p><b>Material:</b> Powder Coated Aluminium</p> <p><b>Product Dimensions:</b> 14.7 x 10.7 x 1.6 cm each</p> <p><b>Product Weight:</b> 0.20 kg each</p> <p><b>Operating Temp Range:</b> 0 to +35°C (32 to +95°F)</p> <p><b>Storage Temp Range:</b> -20°C to 60°C (-4°F to 140°F)</p> <p><b>Humidity Range:</b> 5 to 90% RH (no condensation)</p> <p><b>Safety &amp; Emissions:</b> UKCA, CE, FCC, RoHS</p> <p><b>Manufactured In:</b> Great Britain by Pulse-Eight</p>
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**KIT INCLUDES**

- 2x neoLite3 PoH End Point | 1x Quick Start Guide
- 1x Power Supply Adapter | 2x Wall Mount Brackets
- 1x IR Pack | 2 x Phoenix Connectors



**CAREER HIGHLIGHT // PRINT DESIGN**  
 PULSE-EIGHT  
 Technical Specification Sheet





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USER MANUAL

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HDMI HDCP2.2

V1.0

MADE IN BRITAIN

**PANEL DESCRIPTIONS**




- 1 **Power Connector:** The 4-pin DIN power supply connector is only to be used with the recommended 12V 3A DC power supply (sold separately). An external power supply is only required when PoE+ power is not being used or unavailable.
- 2 **PoE+ Ethernet Port:** Connect to the PoE+ network being used for the OneIP product using an Ethernet cable (Cat5e or better).
- 3 **Ethernet Port:** Connect to a separate local Ethernet device for network connection sharing.
- 4 **HDMI In Port:** Connect your source device (such as Blu-Ray player, STB, etc) to this port via an appropriate high speed HDMI cable.
- 5 **HDMI Out Port:** Connect your sink device (such as a display or projector) to this port via an appropriate high speed HDMI cable.
- 6 **The IR TX Port (Black):** To receive signals from a remote control and relay these signals to the source device from another connected OneIP device or the local unit depending on the active routing configuration.
- 7 **The IR TX Port (Grey):** To control the connected HDMI Source device (STB, Blu-Ray, etc) using a compatible Pulse-Eight IR Emitter. These ports can also be connected directly to a suitable control system for other use cases. In these scenarios, use a suitable IR coupling cable.
- 8 **Device ID LED:** This LED can be used to help identify OneIP devices by pressing the Locate Device button within the remote control.
- 9 **Network LED:** Indicates the status of the OneIP device network connection.
- 10 **System LED:** Indicates the status of the OneIP device system health.
- 11 **RS232 Phoenix Pin:** For transmitting RS232 commands.
- 12 **Optical Audio Out Port:** Digital Optical (S/PDIF TO S/PDIF) audio output that matches the audio from the HDMI Output Port.

**CABLING**

**Ethernet Cable**

The Ethernet ports on the Pulse-Eight OneIP product are designed to use standard Category (Cat) cables. The minimum cable used on a OneIP system is Cat5e. It is recommended to use a higher tier cable such as Cat6 or Cat6A where possible because they have stricter twisted pair and shielding requirements that can reduce data loss. We do not recommend the use of CCA (copper clad aluminium) as this is known to cause PoE+ issues due to higher DC resistance.



**IMPORTANT:** Please note that local building regulations may apply to the installation of cabling in properties. It is important to check building regulations to guarantee that you are in accordance with the laws of your territory.

**HDMI Cables**

The HDMI ports on the Pulse-Eight OneIP product are designed to use high speed HDMI 2.0 cables. Not every HDMI cable in the market is built the same. Cables can easily suffer from bent pins, poor soldering that falling under stress, substandard wire pair twist rates as well as other manufacturing issues. It is important to use high speed HDMI 2.0 cables from reputable suppliers and to verify before any installation that each individual cable can support the full 18Gbps bandwidth reliably.

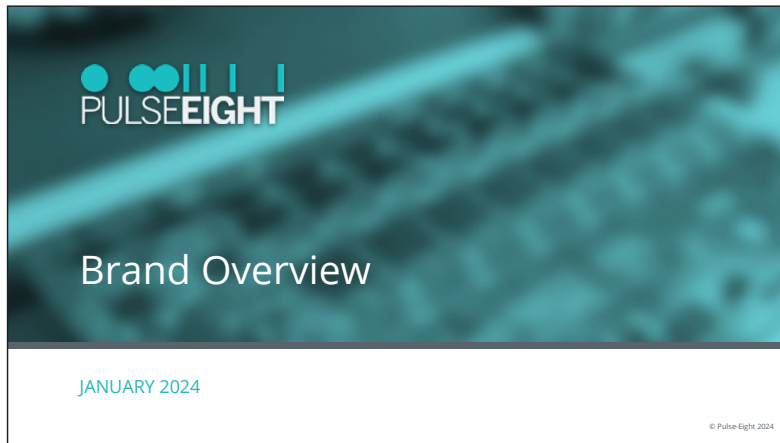
**NETWORK SWITCH REQUIREMENT**

Pulse-Eight OneIP is able to efficiently distribute bi-directional video and audio (Full-duplex) over a Layer 2 managed network. OneIP is compatible with a wide range of Gigabit Ethernet switches, supporting IGMP snooping and individual port multicast settings.

**Note:** Pulse-Eight has provided a OneIP Network Configuration Setup Guide and a list of switches tested and approved for use with OneIP. This can be found in support under 'right click' on the OneIP product page. Please note our support team can only advise on approved switches.

Please select an Ethernet switch supporting PoE+ when it is not possible to use a local power supply on all of the OneIP units.

**CAREER HIGHLIGHT // PRINT DESIGN**  
 PULSE-EIGHT  
 User Manual



**PULSEEIGHT**

## Brand Overview

JANUARY 2024

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A DECADE OF

# INNOVATION

MADE IN GREAT BRITAIN

Founded in 2010, our mission statement is quite simple: To enhance our customers' lives by creating products that streamline audio visual distribution using the latest, innovative technology that 'Just Works'.

## Reasons To Believe



**Passion for Technology**  
Not only are we World Leaders in CEC technology, we're also contributing members of the HDBASET Alliance.  
This ensures that we're always staying on top of ever-evolving technology trends. We offer a vast product portfolio that have been designed to meticulously suit the needs of the end user.



**Made in Britain**  
In a world of mass-produced AV equipment, we stand out from the crowd by manufacturing every Pulse-Eight product ourselves, all from our own head office in Poole, Great Britain.



**24/5 Customer Service**  
Fantastic service is very important to us. That's why we offer support 24/5.  
We also offer our useful Cloud Portal that enables an installer to see helpful diagnosis information, fix problems remotely and highlight what may have gone wrong in the installation. Whatever the issue, we can always find a solution.

WORLD CLASS TECHNICAL EXCELLENCE



## Engineering & Technical Support

Our in-house R&D Department designs our products from concept to complete board design.



- Hardware Engineering**
  - Schematics
  - Layout
- Software Engineering**
  - Microcontroller
  - Remote Interface Access
- Mechanical Engineering**
  - Enclosure Design
  - 3D Design & Analysis
- SMT Assembly**
  - Solder Screenshot
  - Pick & Place
  - Through-hole assembly
- Test & Packing**
  - Final Testing
  - QC Evaluation
  - Shipping

Our state-of-the-art assembly line allows us to manufacture our own products from populating blank PCB boards through to creating metalwork enclosures, supported by a passionate and skilled team of production staff.



**FREELANCE PROJECT**  
**// BRAND REFRESH**  
PT ON THE MOVE

**BRIEF:**

A PT wanted to brighten up his plain black and white logo so the brief was set to create a new business card and a new logo colour scheme to go alongside. The scheme needed to be bright and invigorating but also professional in its approach.





## **FREELANCE PROJECT // LOGO DESIGN**

### VIDEOWORKS

#### **BRIEF:**

A new technology brand needed a modern and professional logo. The client requested that part of the logo feature a mesh design to symbolise how their products work together through advanced technology, so I suggested a honeycomb pattern that could work as a standalone hexagonal element where required, and an icon that could work independently.

**FREELANCE PROJECT**  
**// LOGO DESIGN**  
TETRATUNE

**BRIEF:**

Previous client Videworks requested a logo for their new brand, Tetratune. For this logo they requested using some elements of the Videworks logo as this brand was working underneath the Videworks brand but with it's own identity also. Tetratune is a video enhancement tool and the client requested iconography that would indicate this.



**TETRATUNE**

**FREELANCE PROJECT**  
**// LOGO DESIGN**  
BEACH LIFE

**BRIEF:**

A new holiday-let company needed a logo that was both eye-catching and conveyed a sense of relaxation. The client wanted a design that could function as a standalone emblem, as well as a stylised font that could be used together or separately.

