Portfolio

Jason Farr | Visualisation & Retouching
2020

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Introduction
Who I am, What I do, How I do it!

Who am I

My name is Jason Farr and I have been freelancing since 2004, trading under the banner of Two Smoking Barrels Ltd.

I do everything you would expect of a large agency, I do it because I love my work and enjoy building and retaining relationships with my clients. I do what I do with honesty, passion and precision.

In total I have 25+ years expertise in the creative and print industries combined. A successful ex production manager & creative at FutureBrand, with 8 years hands on experience in the printing industry.

I have worked in and with some of the biggest agencies in the World and created 100's of pieces of work for a multitude of Blue Chip clients.

What I do

Simply make it happen!

My aim with every booking, is to make things happen as smoothly and quickly as possible without skimping on quality. When a client brief's a project, I like to ask questions about the task at hand, to ensure I understand the expectations of the particular deliverable. Often in asking these questions issues arise that may have not been foreseen, and in cases such as this, my experience allows me to offer simple solutions and options, to counter the problem at hand.

Bottom line is I try to cover all the bases from the outset, and go above and beyond the job title of 'Freelancer', to make my clients happy with the service they receive,

How I do it

Through a greater understanding of the whole process I plan from the very outset.

My experience in the printing industry, has allowed me over the years to be able to see potential issues before they arise, when either producing artwork or design. I have a thirst for knowledge, an eye for detail, a creative flair as well as a problem solving mentality to boot.

My clients will agree that when it comes to getting it done, I am a safe pair of hands, that they have learned to rely on frequently.

Program knowledge

Adobe Illustrator CC ★★★★★
Adobe Photoshop CC ★★★★★
Microsoft Powerpoint ★★★★★
Adobe Acrobat Professional ★★★★★
Adobe Indesign CC ★★★★☆

Adobe After Effects ★★★☆☆
Adobe Flash CC ★★★☆☆
Microsoft Word ★★★☆☆
Keynote ★★★☆☆

Adobe Muse CC ★★☆☆☆
Autodesk Maya ★☆☆☆☆
Sketchup ★☆☆☆☆

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Roster
Some Brands I have worked with over the years

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Roster
Some Agencies I have worked with over the years

IMAGINATION
BRAND UNION
Interbrand
Arnoldklp
promise
blue goose
MADE THOUGHT.
+siegel gale
EARNEST
WOLFF OLINS
FutureBrand
LAMBIE-NAIRN
M&CSAATCHI
McCANN TORRE LAZUR
SAATCHI & SAATCHI HEALTH
W2O GROUP
COLEY PORTER BELL
VML
DIGITAS
OLIVER
Heavenly
Rosie Lee
BLOOM PARTNERS
living group
Trillium Purpose.
amg Connect
turquoise
JHP
iris
ANTHEM
DDB Remedy
Portland
fieldfisher

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Skill Set | Visualisation

Trillium Brands
SES
Visualisation

I created a number of visualisations for SES who were pitching internally, in order to develop a new way of thinking and working with their customers. The items visualised, where used in a presentation to the board and were well received.

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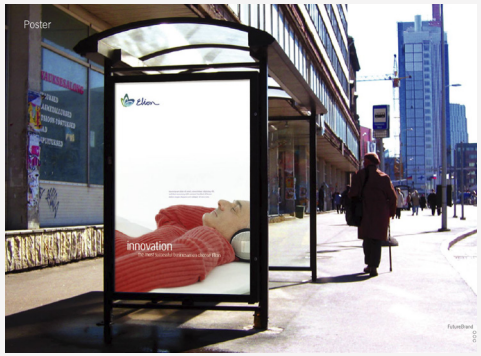
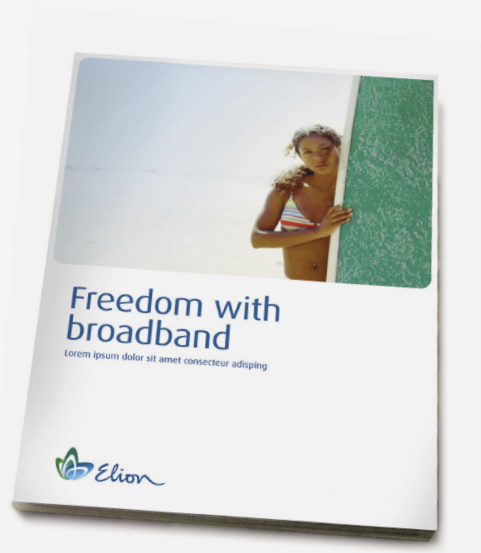
FutureBrand
Elion
Visualisations





While at FutureBrand I worked in the design team, on the designs for Elion (formerly Eesti Telefon). I created a set of visuals for the 5 routes presented to the client and shown above, I artworked all assets and the final logo design, plus kit of parts.

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FutureBrand
Walls Ice Cream
Visuals

For Walls Ice Cream I created all the artworks while at FutureBrand. The heart logo and the swirl graphic were created by myself, along with many visuals showing the client how they would work in various ways, for various aspects of the overall branding project.

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FutureBrand
Wizz Airlines
Visualisation

I worked with the design team, who came up with the design for Wizz Airlines. Creating visuals from their concepts, in order to present them to the client for design sign off and also to be used later in credential pitches etc.

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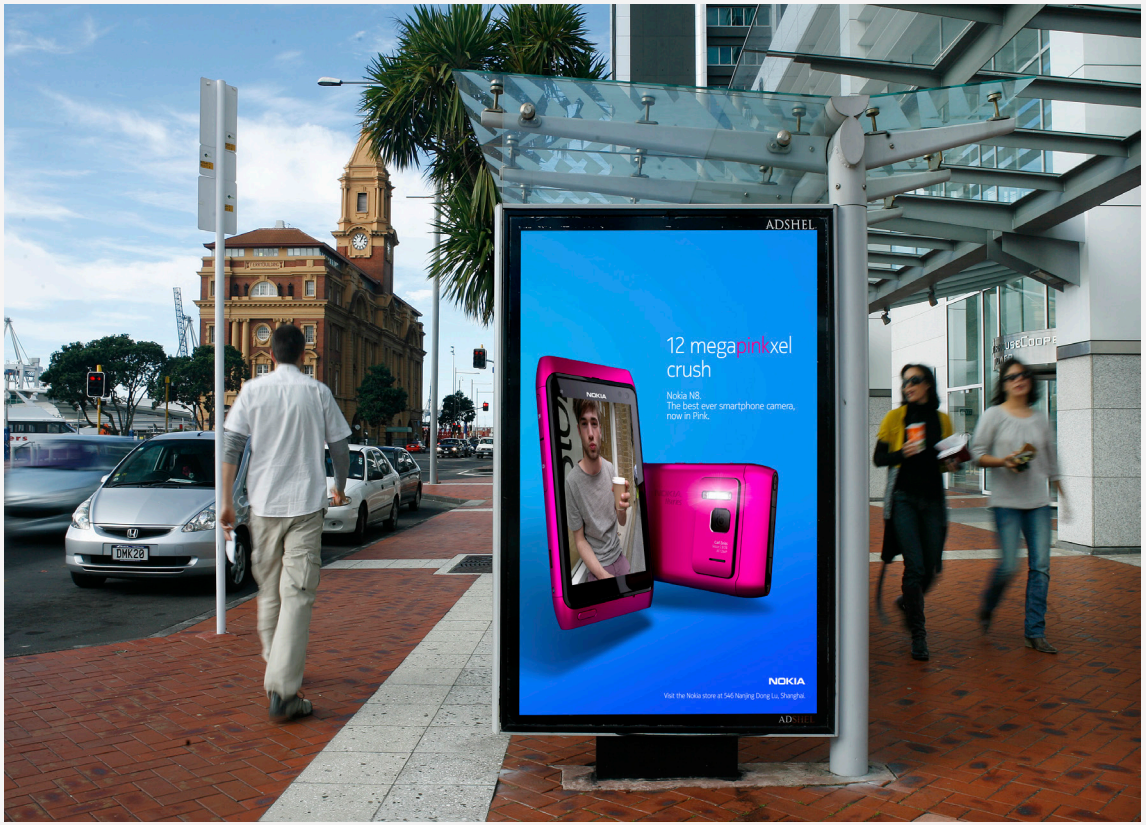
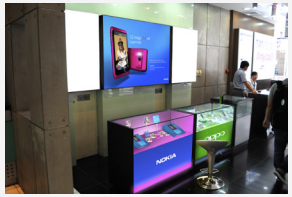
Arnold KLP
Nokia
Pinkxel Visuals





Arnold KLP employed me to create various visuals for the Nokia Pinkxel campaign. There were two phones in the studio at that time that needed different approaches. This version was all about the camera capabilities and was shown in a social light, very young and trendy etc. I had to visualise the merchandise, POS, Advertising and packaging ideas.

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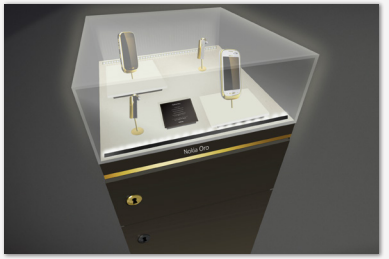
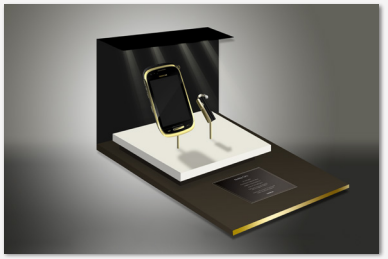
Arnold KLP
Nokia
Oro Visuals





These visuals were created for Arnold KLP's client Nokia, for the Nokia Oro range.
The only assets I had to work with, was a logo, a pantone colour and access to the internet,
to grab textures and elements like eyelets or door locks etc, to help me create the final pieces.
I used my Photoshop skills to draw bags, and add shadows, reflections and lighting effects.

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Mammal Design
Bosideng
Visual Hoarding

A quick visual for Mammal Design, to show their client what a hoarding would look like, as the client was busy having their store refurbished in Bond Street and was in need of some sort of hoarding to cover the works, this would show people that they were opening soon and to build some excitement. This visual was done in Live Surface but could have easily been produced manually using more traditional tools in Photoshop.

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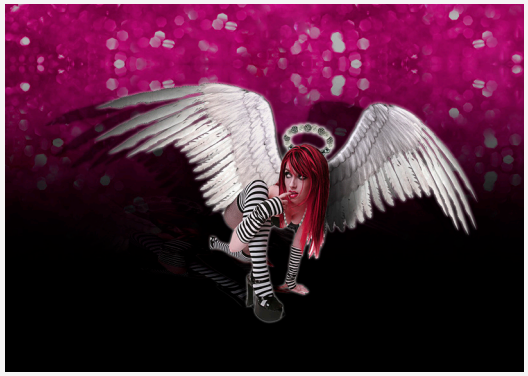
Two Smoking Barrels
Tresor Paris
Visualisation



Original

TRESOR PARIS

TRESOR PARIS

Example of how it could look

Tresor Paris asked me to come in and have a look at their brand, more importantly come up with a concept for their 'battle bus'. They were having issues with cheap imitations flooding the market and wanted to send the message out, that they were the 'ORIGINAL AND BEST'. I came up with 3 concepts, which I visualised on their bus. I also cleaned up their logo that was different on every item in their office and looked cheaper, than the imitations they were trying to combat.

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Promise Corp
GHA
Visualisation

Promise Corp had me creating some GHA Experience visuals, to be added to a powerpoint, showing customer experiences. I was given some copy for the powerpoint and from that I extrapolated what visuals needed to be created fitting the message to be expressed. The idea was all about local experiences tailored to you the GHA member.

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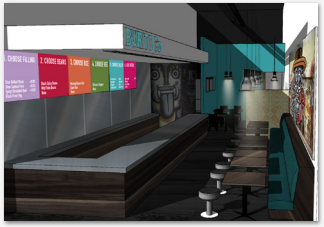
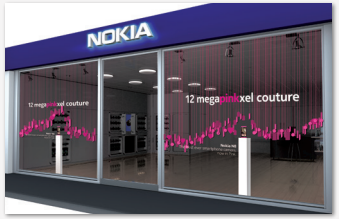
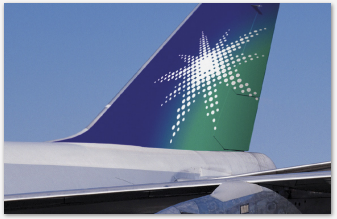
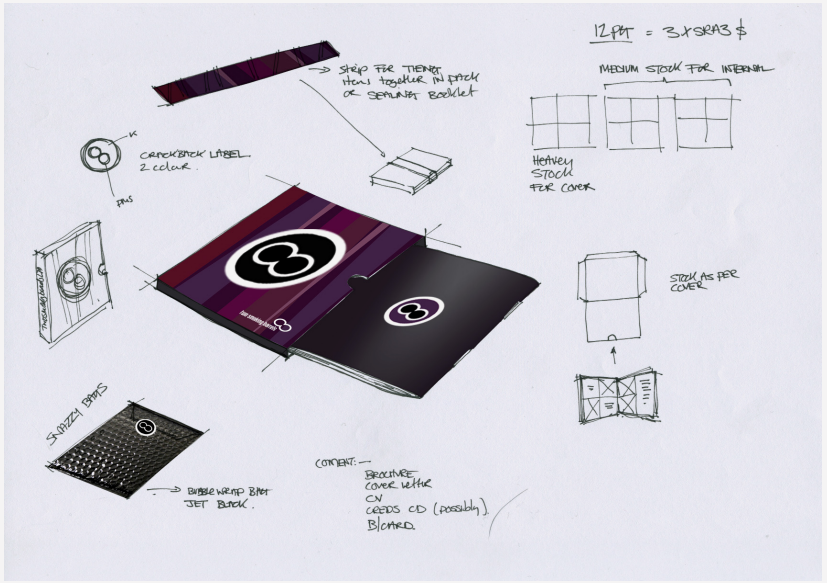
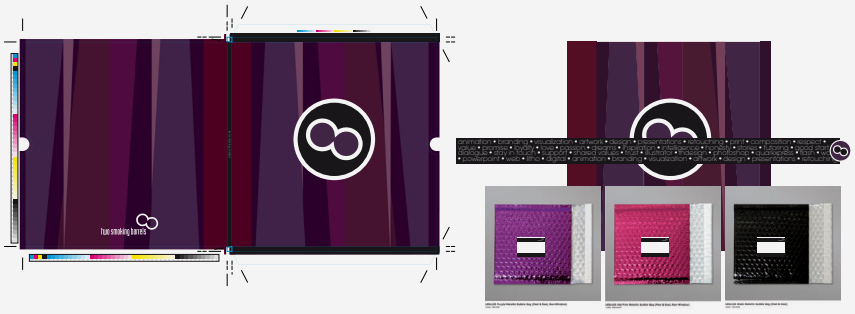
Misc
Various Visuals For Various Clients











I could not show you every single visual I have ever done, so I thought I would add a few more here on the Misc visual page. I can create hand drawn sketches to recoloured 3d renderings etc. Whether it be in Photoshop or Illustrator, using live surface or creating a visual from scratch, I can do it all.

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Skill Set | Retouching

Imagination
Rolls Royce
Beauty Pics Retouching

Imagination employed my skills to resize, recolour and retouch a selection of images for an automotive show. All the images had to be scaled up and all needed colour adjustments and in some instances extending. Final output was to be in three sizes 3200X1200, 4800x1800 and 6400X1800. The final artworks where x2 images side by side.

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Imagination
Jaguar Land Rover
Retouching

Before

After

Imagination employed my skills to retouch this image, along with a number of other images, all of which being a tad dull and in need of boosting. Along with the colour correction and sharpening of the image, the tarmac was tidied and some of the details on the buildings neatened up a little, in order for the shot not to look so drab.

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Imagination
Jaguar Land Rover
Retouching

Before

After

This retouch for Imagination was a little tricky, as it required completely rebuilding. The issue was the original image was so old that when blown up to size, it showed through all the artefacts as it was being produced on a backlit canvass. So I had to painstakingly redraw every panel, highlight etc adding in a few extra touches to the image and then test it by adding a curve above the image to show any imperfections.

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Wolff Olins
Triumph
Retouching

Before

After

Wolff Olins hired me to do a number of projects, this one for Triumph was to artwork all the new logos and in this instance shown, retouch photography, removing excess highlights from the plinth and finger prints and smudges. Change the image on the plasma screen in the background and cool the image slightly, to give it a cleaner feel.

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Two Smoking Barrels
David Ashley's Retouching

Before

After

I designed some branding for a new online diamond auction site and the client had chosen an image to use on the website. However I was not entirely happy with a few aspects of the image, therefore, I went about changing the colour of the girls outfit, to match the brand colours, adding a bit of colour reflection to her bracelet. I aslo cleaned up her skin of blemishes, blotches and hair. I added some extra hair to help her face shape feel slimmer and adjusted her skin tone and eye colour to create a much nicer shot all in all.

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Two Smoking Barrels
Yula's Profile Picture Retouching

Original

Light retouch

Light retouch with facial adjustments

I was asked to take an image, that was taken by a client and retouch it to improve the shot. Firstly I had to remove the brown tone, as it was doing nothing for the shot. I then removed, all the facial hair and blemishes, along with a colour adjustment in the first, what I called light retouch and removal of the wispy hairs, not to mention softening of bags under the eyes. I did a further retouch to improve the shot, by adjusting some facial imperfections, like the broken nose and the overly small mouth.

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Why you should hire me!

16+

YRs

FREELANCE

28+
YRs
IN THE INDUSTRY

SAFE PAIR OF HANDS

Testimonials
What people say about me

Charles Trevail | Global CEO | Interbrand Group of Companies

"I have worked with Jason for many years both at FutureBrand and later Promise Corp and have found his skills to be invaluable when it comes to tight deadlines and creativity. His no nonsense approach to any project means things tend to get done regardless of any problems that need addressing, he is an asset to any team who need support and can be left to his own devices to supply a polished and highly professional job. I would recommend Jason to anyone without question"

Christopher Nurko | Global Chairman | FutureBrand

"Jason is a talented designer and design support manager. He is professional and reliable. I wouldn't hesitate to recommend him for any engagement that requires attention to detail and delivery management"

Marco Forato | SVP, Corporate Strategy & Development | Unum

"I have worked with Jay for many years while CMO at UNUM UK. have found him to be someone who I can rely on to get things done, on time, on budget and beyond expectations. He has created content for us at Unum from Powerpoint presentations that wow an audience to printed literature to even animated movie teasers that bring to life a normally visually dull and drab internal presentation piece. Love his work I'd recommend him and his work for sure"

Neil Jamieson | Director of Investor Relations | AMEC PLC

"prompt, professional support"

Melaine Wood | Managing Director | Wood Design and Management

"Jason provides a fast response and works to tight deadlines. He is highly professional and at the same time thinks beyond the brief to come up with touches of his own that lift the presentations out of the ordinary. We are very pleased with everything he has done for us"

Angela Hayes | Gandhara Capital | Europe

"We are a fairly new client for Two Smoking Barrels and have found them to be both professional and friendly. We had a few troubles with our first supplier and the introduction of Jay has been like a breath of fresh air. His artistic input to the re-design of all our stationery has been extremely valuable and his prices are very competitive. We, as a company, have found his service to be quick, efficient and trouble free. We would highly recommend him to any company seeking this service"

Miles Perkins | Head of Brand Management | Triumph Motorcycles

"Jason is increadibly capable and commited. He has a brilliant attitude to work, technical capability and eye for design"

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OBVIOUSLY I CAN'T SHOW YOU EVERYTHING WORKED ON OVER THE YEARS, BUT I HOPE WHAT I HAVE SHARED, GIVES YOU A BROAD GLIMPSE INTO WHAT I DO AND COULD DO FOR YOU.

THANK YOU

IF YOU WOULD LIKE TO VIEW ANY OF THE GREYED OUT SECTIONS IN THE CONTENTS PAGE,
PLEASE ASK THE AGENT, WHO WILL GLADLY SUPPLY YOU, WITH THE RELEVANT PRESENTATION.