



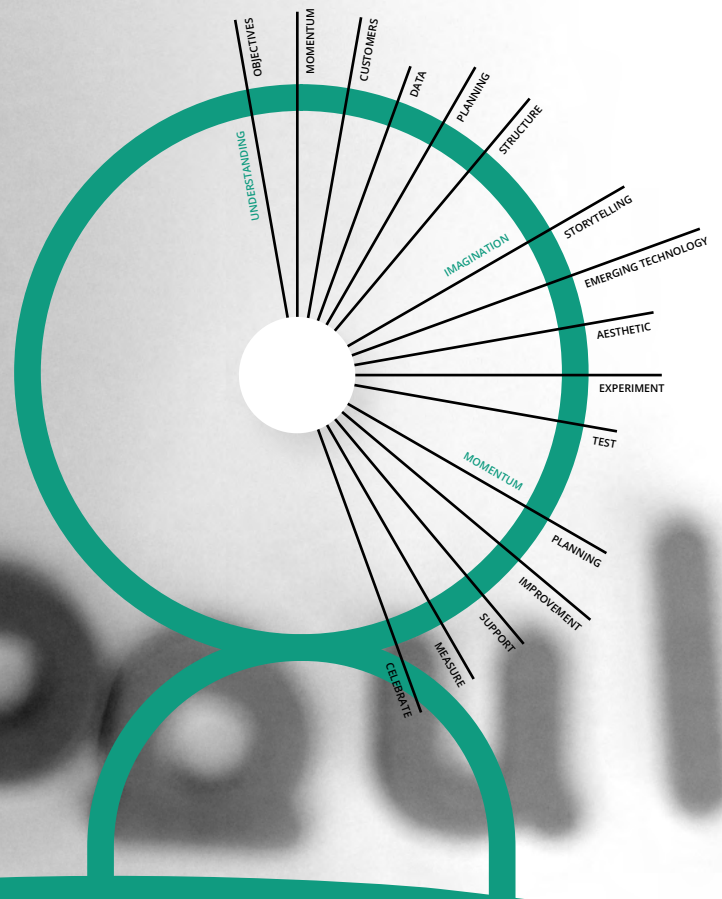
PORTFOLIO

A different type of **Product Designer**

www.goingtotown.co.uk

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07902 385468



Digital UX/UI Designer bringing together **Art, Technology** and **People**.

With **over 17 years experience both agency and client-side** in digital, running Creative departments, Art directing or playing with technology, I pride myself in finding simplicity in complexity.

Whether that's bringing to life a **user journey, research, utilising emerging technology, creating wireframes, storytelling, Artworking** or **solving business problems**.

I believe in a **blended method when working**. All designers have a responsibility to start with diligent research, to work methodically, work passionately and understand a design isn't complete, even when it reaches the customers' hand.



INDEX

A selection of work ranging from **pitch** to **pixel perfect production**:

Case Studies

◦ GfK	1
◦ GoCoGroup	5
◦ Refinitiv (Thomson REuters)	9
◦ Vodafone	13
◦ John Lewis	18
◦ BAE Applied Intelligence	23

Additional Clients

◦ TFL	28
◦ Intel	30
◦ Dulux	32
◦ Focus Solutions	34
◦ Penguin	36



FULL SERVICE DESIGN

GfK was undergoing a digital transformation of their €400m portfolio while looking for high-growth new propositions to increase value for their investors.

Co-leading the product design of GfK's new flagship market intelligence platform, gfknewron, my teams make the complex simple, bringing data and insights together to help businesses make better decisions.

THE BRIEF

To create a single authenticated space that would be measured by:

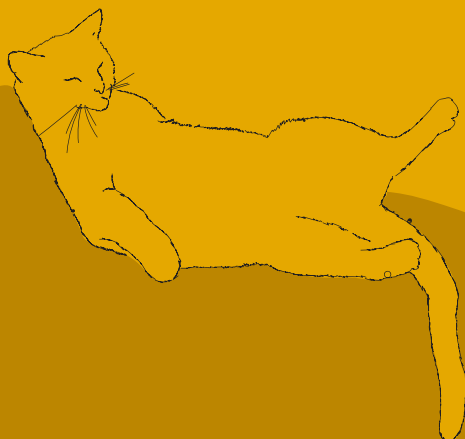
- **Democratising data:** Making data and insight accessible and clear to new persona types beyond analysts
- **Identifying new insights:** Working with product, data science, and subject matter experts to test, iterate, and bring to market
- **Supporting the head of design:** Managing a large multi-discipline design team including research, service design, design system UX, and UI

MY APPROACH

As Product Design lead, I ensured success by:

- **Utilising design sprints and workshops:** to determine proposition strategy around who to target with what, brainstorming ideas and identifying the most valuable insights from our complex data sets with data science
- **Working at low fidelity:** to quickly express ideas and gather internal and client feedback to ensure bad ideas die fast
- **User testing and validating:** to find out more about new users and help identify any gaps in legacy products then developing evidence for further investment in new concepts
- **Taking time to build relationships:** with senior stakeholders and understanding their needs, ensuring we could gain buy-in and progress
- **Supporting design system development:** that brings together and enforces a common design language, ensuring a large portfolio of products can deliver a consistent, strong user experience

My experience with and ability to understand complex data sets as well as my ability to balance user needs, client business needs and our own business objectives allowed me to successfully partner with our product, data and commercial colleagues.



Fast paced, **high expectation** working environment

Back on Southwark St



Market analysis wireframes

SAMSUNG Overview

MY REVENUE
€n (23%)
MY UNITS
n (23%)
MY PRICE
n (+n)

MARKET REVENUE
€n
MARKET UNITS
n
MARKET PRICE
n



Samsung in more detail

By feature



figures shown are relative to market with market share for Samsung being 4% down

PTV in Great Britain

Overview - Samsung vs The M

- System level - high value to both the customer and the business
- High priority alert - high value to customer - will always include a C





PRODUCT DESIGN

Go Compare wanted to ensure they retained the competitive differentiation and edge of their newly acquired business, Look After My Bills. They wanted to see how it could grow beyond the original concept.

I lead the Labs department outputs where we researched, ideated, tested and proposed new “Look after” propositions.

THE BRIEF

To support the business and lead the proposition labs design team to:

- **Increase engagement:** improve the clarity of the customer lifecycle experience
- **Grow the proposition:** identify and explore new bills to be “looked after”
- **Keep it new:** keep the product differentiated from the comparison model
- **Evolve:** move the brand forward and retain its personality and scale.

MY APPROACH

As Product Design lead/ Art Director, I ensured success through:

- **User research and interviews:** to develop the right propositions for market expansion and prioritise partnership development
- **Cross-department collaboration** with legal, product & copy-writing to develop proposition by bringing together user needs, available partner data and product assessment
- **Fast live experimentation:** with production-ready design to enable quick trials with partners and existing customers for new propositions (from concept to launch within 6 weeks)
- **Continuous feedback and user analytics review** to improve engagement throughout a users lifecycle with UI, journey and service/value improvements to the My Account area to encourage increased activity and support
- **Northstar development** to communicate brand strategy, design direction and future product development roadmap

My diversity of experience, skills and practical creative imagination allowed me to drive the innovation concepts and work with a range of internal stakeholders to develop feasible, viable, desirable new propositions or product iterations

4 new propositions and a cute range of tshirts!



James

Let's do it and show me the evidence

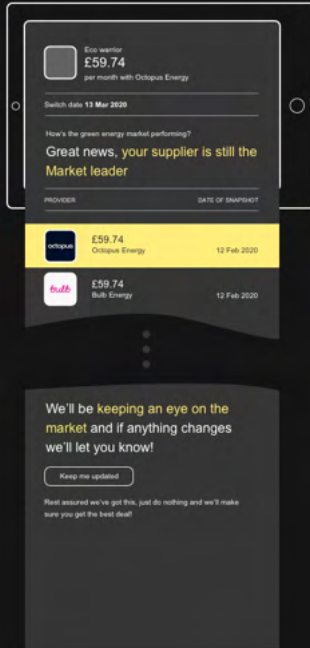
“ Saving money is key. I will do some admin if it means any savings. High level of understanding of money and has a household budget. Mid-level need, does this himself already every year. High interest in getting it 'right'. Expects a demonstrable level of professionalism. Uses banking apps and spreadsheets to manage money. Shops where he perceives value being shown, or just eats out. Looks for money saving options in all areas of life ”

You've picked well

Persona
Use internal personas to create sense of belonging

Tone
Use language that expresses the brand

Interface
Create market based view and express performance to engage James



Paul

Just do it for me but within my boundaries

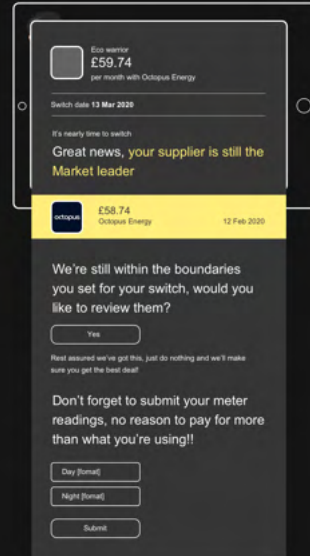
“ Convenience is key, so no admin is better than a small saving. He has a household budgets but nothing is set in stone. Wants a level of personalisation, wants some support. High need, doesn't do a good job of doing this already. Low time. Lower interest in getting it 'right'. Needs reassurance that it is 'safe' because you won't check back on it. Submits meter readings sporadically when it comes to mind ”

You've picked well

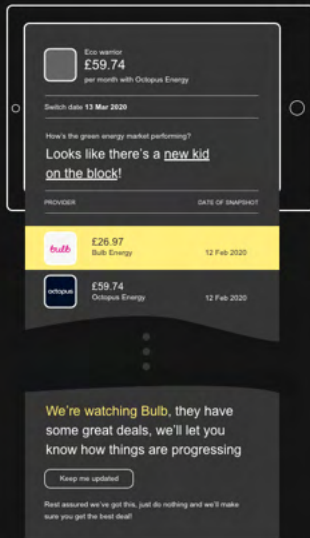
Persona
Use internal personas to create sense of belonging

Tone
Use language that expresses the brand

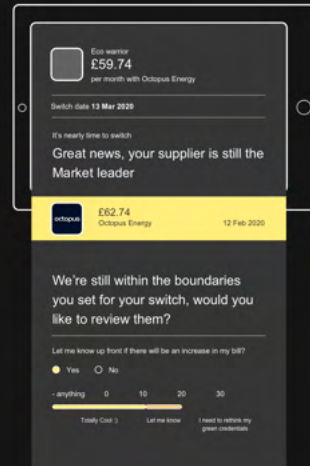
Interface
Reassurance, how can we make sure we're serving you as well as we can within your boundaries



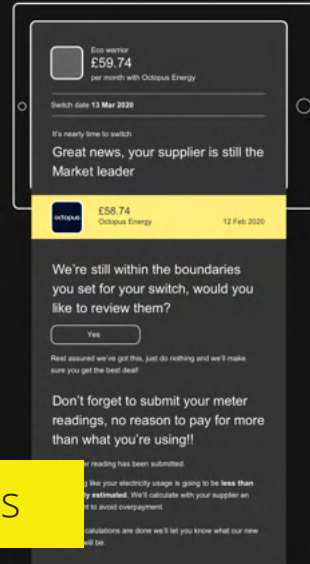
New Kid on the block



Where do your boundaries reside?



Maybe we can help you manage your bills?



Persona based in service improvements



North Star designs and a working chatbot on Whatsapp



FULL SERVICE DESIGN

After acquisition Refinitiv, formerly Thomson Reuters F&R, **looked to consolidate its digital real estate** and **establish its new brand**. With over 67 disparate destinations to bring under the brand umbrella, the majority presenting complex data, this was a huge service design project from brand direction through to robust module libraries.

THE BRIEF

To create a single authenticated Refinitiv space that would be measured by:

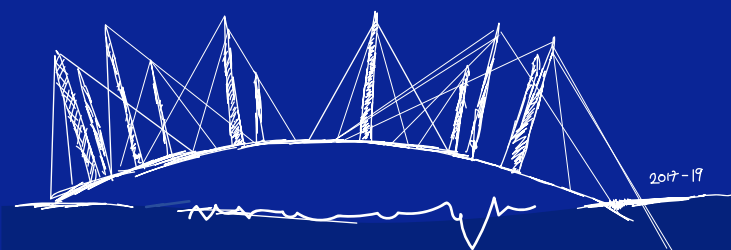
- **Perceived simplicity:** market leading applications delivering complex-data
- **Speed:** the swiftness of migration to one destination
- **Perception:** the marketplace acceptance of the new brand
- **Progress:** the improvement of each and every application being migrated

MY APPROACH

As Product Design lead/ Art Director I ensured success through:

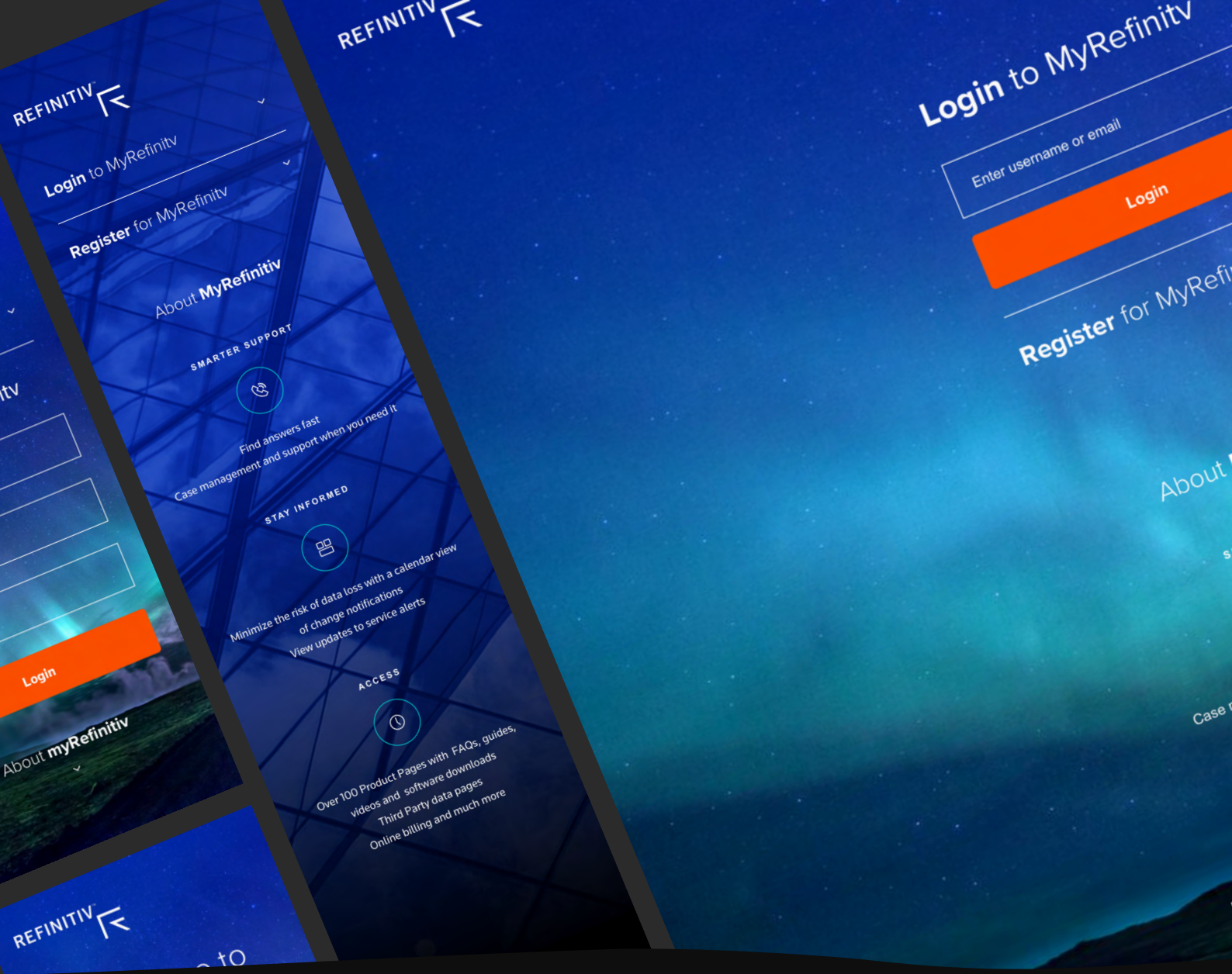
- **Research:** conducting research with users, stakeholders and product owners
- **Exploration:** creating conceptual artwork to maintain internal momentum and turn brand strategy into product design strategy
- **Buy-in:** using conceptual designs to clarify where the business wanted to take the new brand direction and give focus on what we wanted to achieve longer term
- **Iteration:** continuous user testing to refine purpose and aesthetics
- **Flexible deliverables:** delivering modular design artefacts that were robust and reusable
- **Collaboration:** as part of a large multi-discipline team of Product Owners, Researchers, UX/UI Designers, Developers, Analytics and Data experts.

With skills and knowledge of UX, Design & Development I was able to support further than my role, for instance delivering HTML, CSS & JavaScript prototypes to ensure feasibility of build.



Over **3000 high fidelity wireframes** produced

Opposite Greenwich

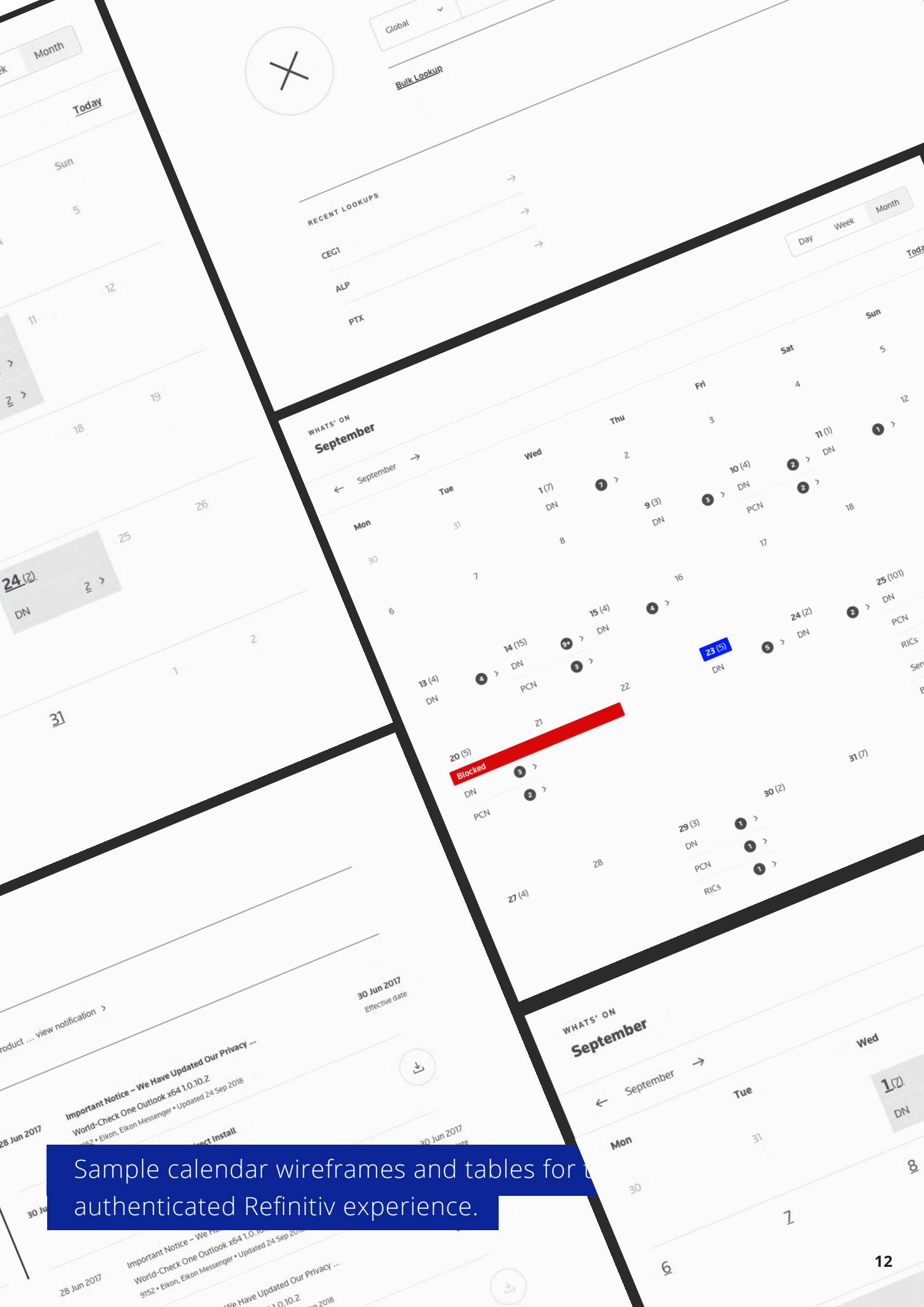


THE RESULTS

From **leading the conceptual phase** we produced prototypes and high fidelity wireframes with motion. With successful responses in user testing our strategy was to be user-centric with simple single sign-on, delivering a single destination for all Finance & Risk functionality and **optimised persona-based site flows** with a **brutalist and task orientated aesthetic**.

An agile programme of AB testing, user testing, modular design library and design production began.

The design assets and the programme has been **recognised for its ambition and quality** and used as an exemplar in the industry.



Global

Bulk Lookup

RECENT LOOKUPS

CEG1

ALP

PTX

WHATS' ON
September

September

Mon

Tue

Wed

Thu

Fri

Sat

Sun

30

31

1 (7)
DN

2

9 (3)
DN

10 (4)
DN

11 (1)
DN

12

6

7

8

16

17

18

24 (2)
DN

25

26

1

2

31

20 (5)
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DN

21

PCN

15 (4)
DN

16

23 (5)
DN

24 (2)
DN

25 (10)
DN

PCN

RICS

Sen

B

31 (7)

30 Jun 2017
Effective date

WHATS' ON
September

September

Mon

Tue

Wed

30

31

1 (7)
DN

8

1

6

Sample calendar wireframes and tables for the authenticated Refinitiv experience.



CONCEPTUAL ART WORK AND PRODUCTION

One of the **largest clients I won** and retained as part of BAE systems digital transformation team was Vodafone. Despite being one of the best recognised global telecoms brands, Vodafone had challenges with its corporate site and ambitions for its market positioning. This was a huge and highly competitive tender to win and deliver on.

THE BRIEF

The success of the Vodafone.com project would be measured by:

- **Performance:** The corporate site was receiving high traffic of which over 80% was bouncing.
- **Positioning:** Vodafone was seen as a mobile phone provider and not the enabling communications company they wished to be perceived as.
- **Growth:** growing the Vodafone account for BAE Systems by bringing in additional projects

MY APPROACH

As Product Design lead/ Art Director I ensured success through:

- **Deep understanding:** we had a hunch why .com was underachieving but we had to validate our hypothesis through desk and user research before starting the ideation stage for the pitch
- **Lateral thinking:** we knew only competing on aesthetics and aesthetics alone wouldn't be enough
- **Consumer focus:** helping Vodafone make decisions (beyond design) around their audiences, stepping back and placing their customers and partners centre stage
- **Storytelling:** helping Vodafone buy-in to the decisions by creating visual assets that brought them on the journey with us, sharing the knowledge we gained during the project of their users
- **Collaboration:** working amongst in-house teams and agencies covering Product, Research, UX, Design, Development and Analytics



in my region, worldwide

Learning solutions for children across India

Sustainability

As part of the Vodafone Foundation's Mobile for Good programme and its strategic focus on education in India, the Vodafone Foundation in collaboration with **Pratham Education Foundation** has committed to provide learning solutions for underprivileged children across India.



...obra
...ringing connected
...able to provide
...with significant
...and capabilities in
...nectivity.

faster around
er?



Vodafone.com acquisition of telematics

Vodafone to demonstrate Porsche Car Connect



How many schools across the world have no internet?

3 million



Conceptual explorations using WebGL for 3D rendering

THE RESULTS

I produced the **successful pitch concept work** and storyboard illustrations where the focus was on storytelling, not build or aesthetic. We showed how **telling their corporate stories** in a more meaningful, human way using polls, social and inventive presentation would increase the retention on the site as well as **repositioning the brand** away from being a pure mobile provider.

They embarked on a **strategy of humanised storytelling** demonstrating the global impact of their state of the art technology.

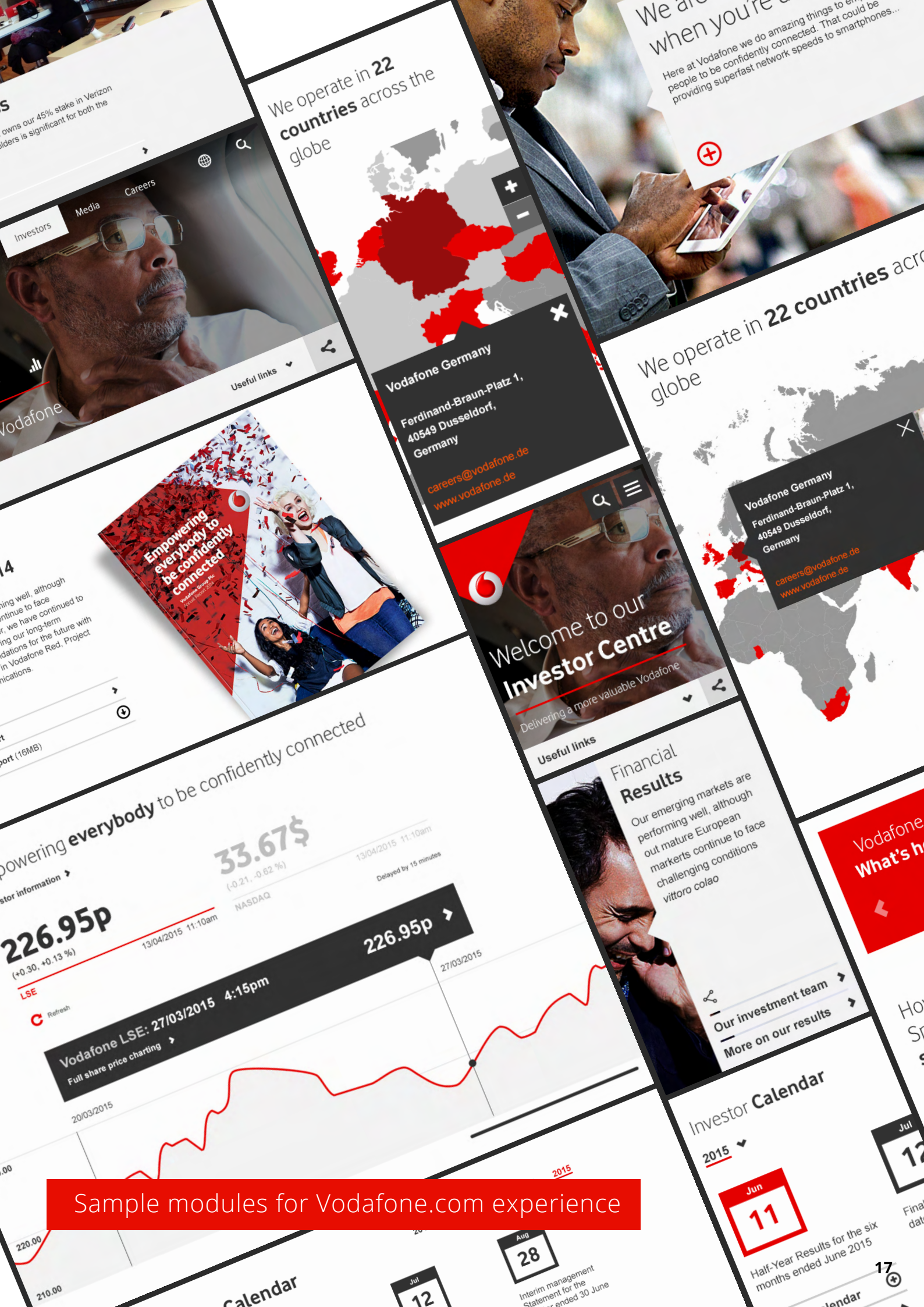
I then worked with Vodafone to develop a **highly polished modular framework** to help those stories be told, delivering design system documentation, detailed visual design and strategy documentation.

Over 18 sprints of design work and working alongside a brilliant build agency, the **artwork translated well online**. Vodafone were ready to capitalise on IoT, cloud and AI and tell their human centred stories.

This work also resulted in **growing the account**, winning more projects from Vodafone.com, .co.uk and MyVodafone app. Involved in all stages of the design process bringing products to life with good research, solid UX and great visuals, I delivered personas, journey maps, internal presentations, physical artwork, digital strategy, app communications strategy as well as UX and visual design.

♡ PERSONA AND STORYBOARD CREATION 2016





We operate in **22 countries** across the globe

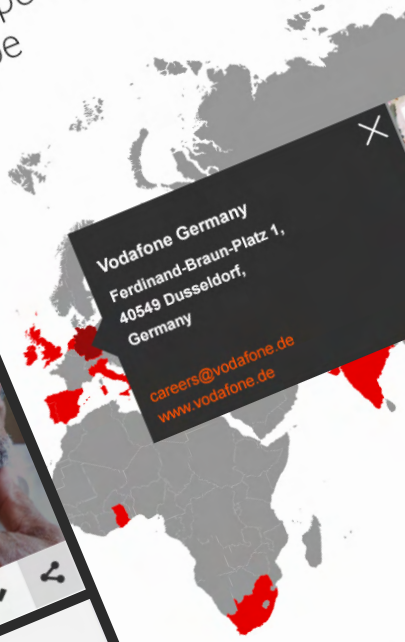


Vodafone Germany

Ferdinand-Braun-Platz 1,
40549 Dusseldorf,
Germany

careers@vodafone.de
www.vodafone.de

We operate in **22 countries** across the globe



Vodafone Germany
Ferdinand-Braun-Platz 1,
40549 Dusseldorf,
Germany

careers@vodafone.de
www.vodafone.de

Welcome to our
Investor Centre

Delivering a more valuable Vodafone

Financial
Results

Our emerging markets are performing well, although mature European markets continue to face challenging conditions
vittorio colao

Our investment team
More on our results

Empowering everybody to be confidently connected

226.95p
(+0.30, +0.13%)

33.67\$
(-0.21, -0.62%)

NASDAQ

226.95p

Vodafone LSE: 27/03/2015 4:15pm



Investor Calendar

2015

Jun
11

Half-Year Results for the six months ended June 2015

Aug
28

Interim management Statement for the period ended 30 June

Jul
12

Calendar

Sample modules for Vodafone.com experience

John Lewis

VISUAL DESIGN AND MOTION

John Lewis were looking to **catch up with the competition** in terms of their app, and Zara in particular had just released an elegant app with high production values and motion. At the time Android take-up was far lower than iPhone and the business was keen to use **Android as a platform to experiment**.

They had also just hired their first Head of Innovation and were embarking on developing their in-store in-app augmented experience

THE BRIEF

The success of the Vodafone.com project would be measured by:

- **Effective:** Finding a single layout that showed the full John Lewis catalogue in its best light that made the app consistent to use and easier to develop
- **Ambitious:** Pushing what was possible at the time with regard interaction and motion design to test user reaction before taking it to the iPhone environment
- **Experimental:** Supporting the innovation pipeline for 'in-store in-app'

MY APPROACH

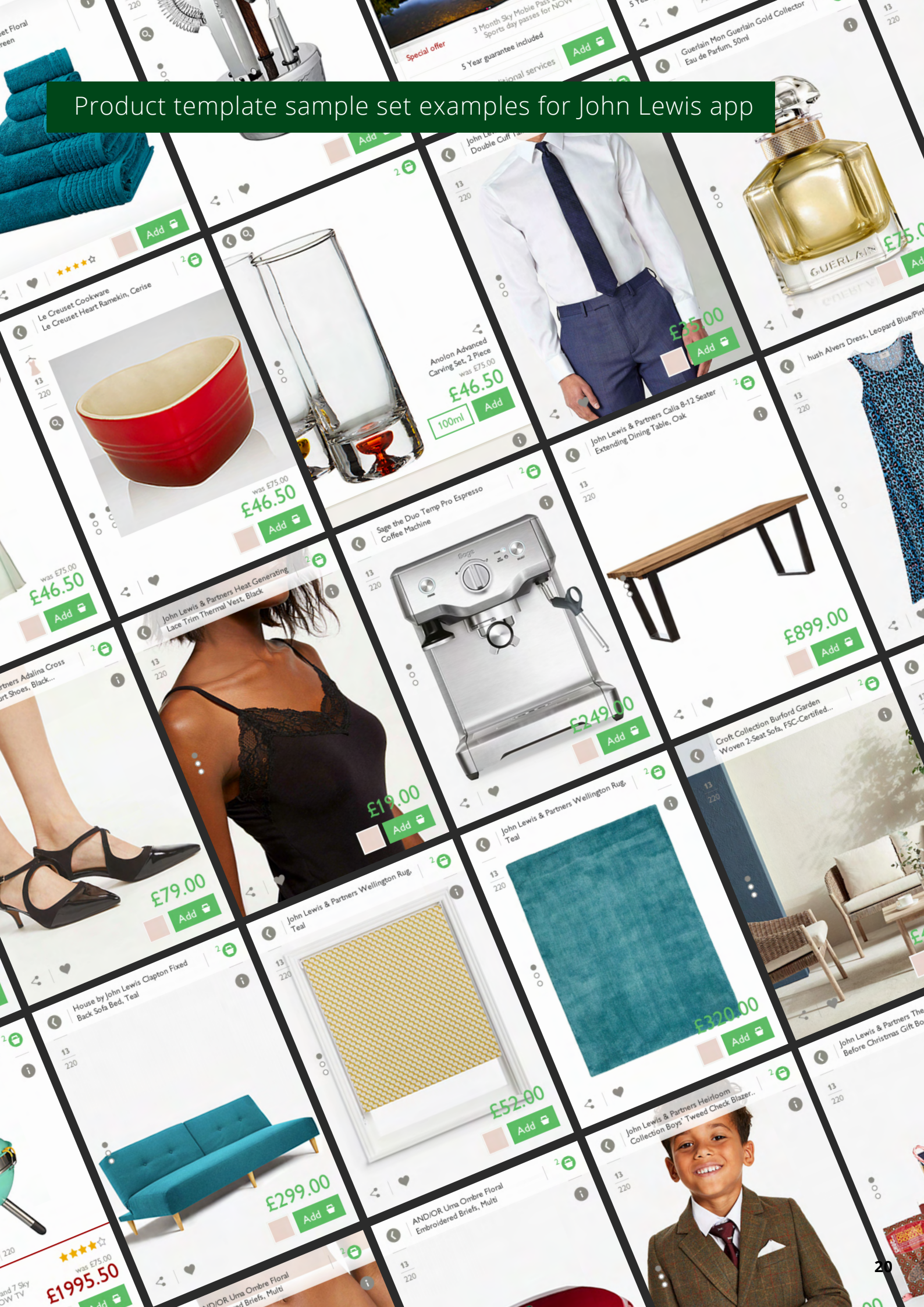
As a lead designer on the Android app team alongside the iPhone and web teams, my approach to success was:

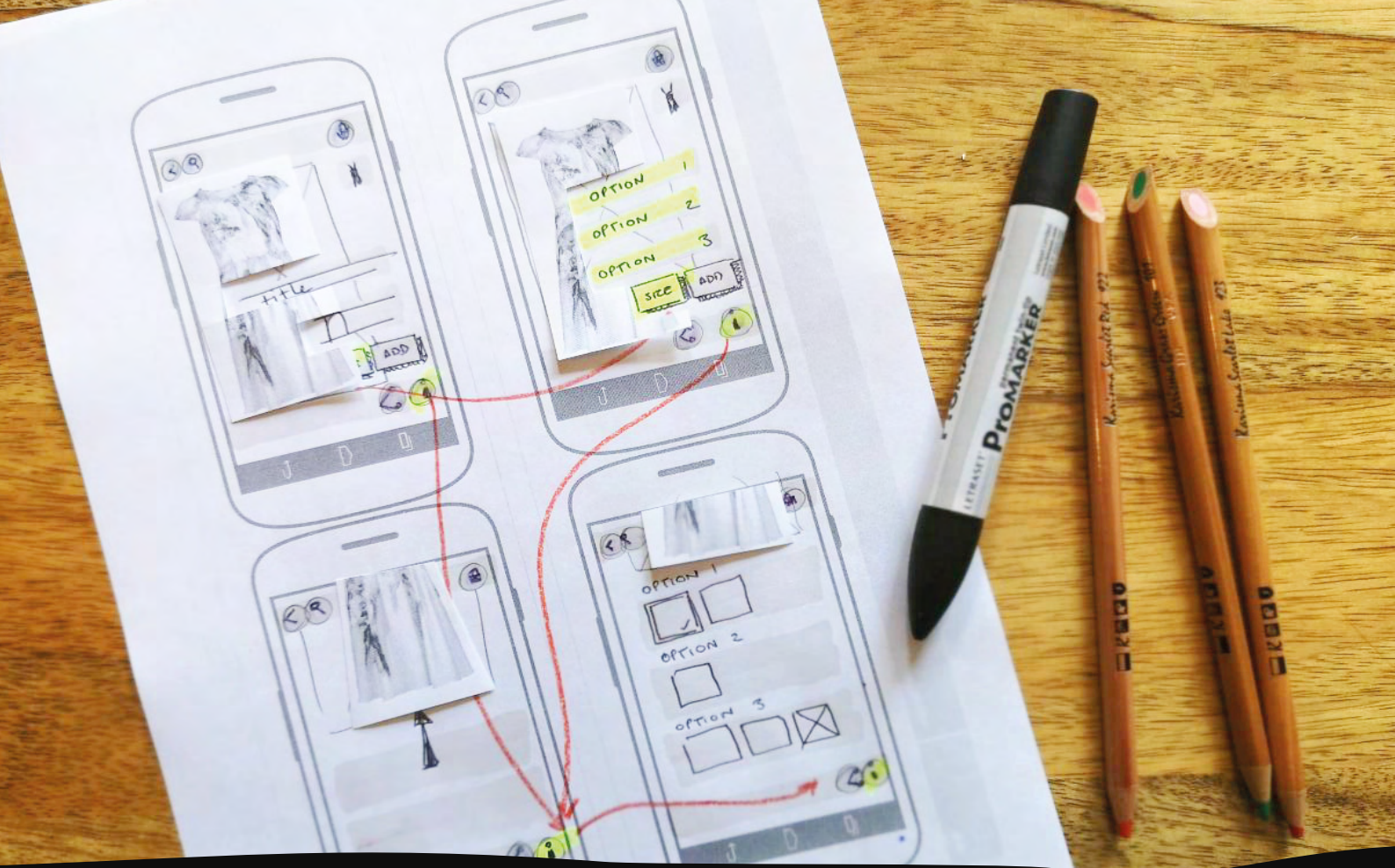
- **Going beyond tradition:** I explored how layout, movement, typography and micro-interactions could help support the presentation of the catalogue
- **Sensible implementation:** Working for an early adopter of agile we set about creating great designs based on a solid modular design system and sensible UX
- **Quality:** There was a real focus on quality which you would expect of the brand which made this project a pleasure to be involved in
- **Nerd-out:** Utilise my engineering background to experiment with emerging technologies as part of the in-store in-app experience development



"The app is working perfectly, but John Lewis I want to find out why you don't do **shipments to Namibia**, why?"

Product template sample set examples for John Lewis app





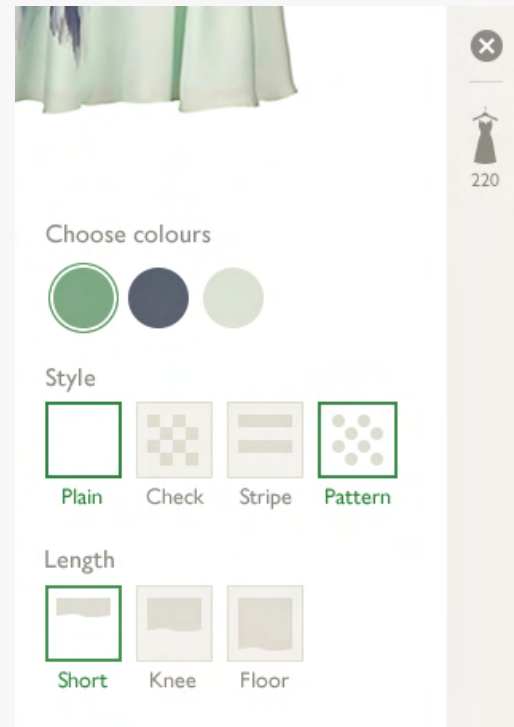
THE RESULTS

I designed hundreds of screens to guarantee the projects success, **from saucy underwear to sandwich makers**, every product worked in a single template. An elegant frame was chosen and I produced a **high fidelity animated HTML prototype** for testing.

Experimenting in a sandpit environment, I delivered additional layers to the design including motion design that was simple and unobtrusive, **maximizing real estate** and directing the users eye.

Customer feedback was positive and the artwork went into production. Post launch, the designs continued to test well and the android app still has a passing resemblance to what I produced over that period.

I also delivered **exploratory creative technology** work for the in-store in-app experience strategy. I tested iBeacons as part of the customer journey as well as a smart shelves concept which we developed to assess each consumer gathering live data on demographics through to mood to personalise and prioritise customer support in store.



Sample product template designs for John Lewis app

BAE SYSTEMS

ART DIRECTOR, 2013 - 2017

The Applied Intelligence division of BAE Systems (formerly the agency Detica) delivered **large scale application design**, corporate design and complex internal projects. The mission of the division was to deliver **cutting edge solutions** core to the digital revolution.

As well as internal and client projects, the team were also tasked to **innovate within their discipline**, to surprise our clients and prospects to generate new business leads.

THE BRIEF

Working on many briefs for BAE Systems, success meant:

- **Gain funding internally:** ensure time spent on all projects were profitable for the division, so everything had to be inspiring, yet practical.
- **Growth:** provide account directors something the client has never seen before to peak their interest time and time again to gain, retain & grow client accounts
- **Credibility:** let the work do the talking to position BAE Applied Intelligence as a leader in human-centred design and technology
- **Push technical boundaries:** Use emerging technologies to emphasise BAE's engineering heritage

MY APPROACH

Working as an Art Director for BAE systems my approach to success for myself and my team included:

- **Trust:** my primary responsibility was to foster trust and take our clients on a journey that delivers a quality output that exceeds their, and their users' expectations
- **Strong UX:** Ensuring real clarity of thought and logical thinking to deliver profitable innovation from research
- **Organisation:** the scale of the teams, clients, partner agencies meant simple things like file structures and layers had to be librarian in quality, with tight project plans
- **No skill left unturned:** I joined BAE AI for the opportunity to bring together my multidisciplinary skills, experience and interests as an Art Director working with cutting edge technology
- **Coaching:** I pride myself in visualising interfaces that are empathetic, structured and intuitive and work to instil this ethic in all designers I work with



50000123

ETA: 15 Feb 2015
ETD: 5 Jan 2016

Start Date: 16 Feb 2015

on



HMS Edward

IMO number: 000123456
Asset Type: Naval Vessel
Date of build: 21.06.2015
GRT: 11111111
Flag: Bermuda (British)
Class status: Class suspended

[View asset](#)

Conceptual explorations using JavaScript and SVG

new history



THE RESULTS

My work was a mix of **hands-on art working, storytelling, digital transformation & strategy** utilising an enviable array of resources (even a Roomba!). I saw success with clients including Vodafone, Network Rail, BAE Systems, Lloyds Register.

Working for BAE allowed me to involve myself in projects where we could **push technology boundaries**, taking an emergent technology and use it to tell a story better. A few I'm proud of include **Lidar based 3d renderings** of physical spaces that could be manipulated in the browser to applications that allowed time based strategic planning.

cmd O cmd P

cmd O

cmd I

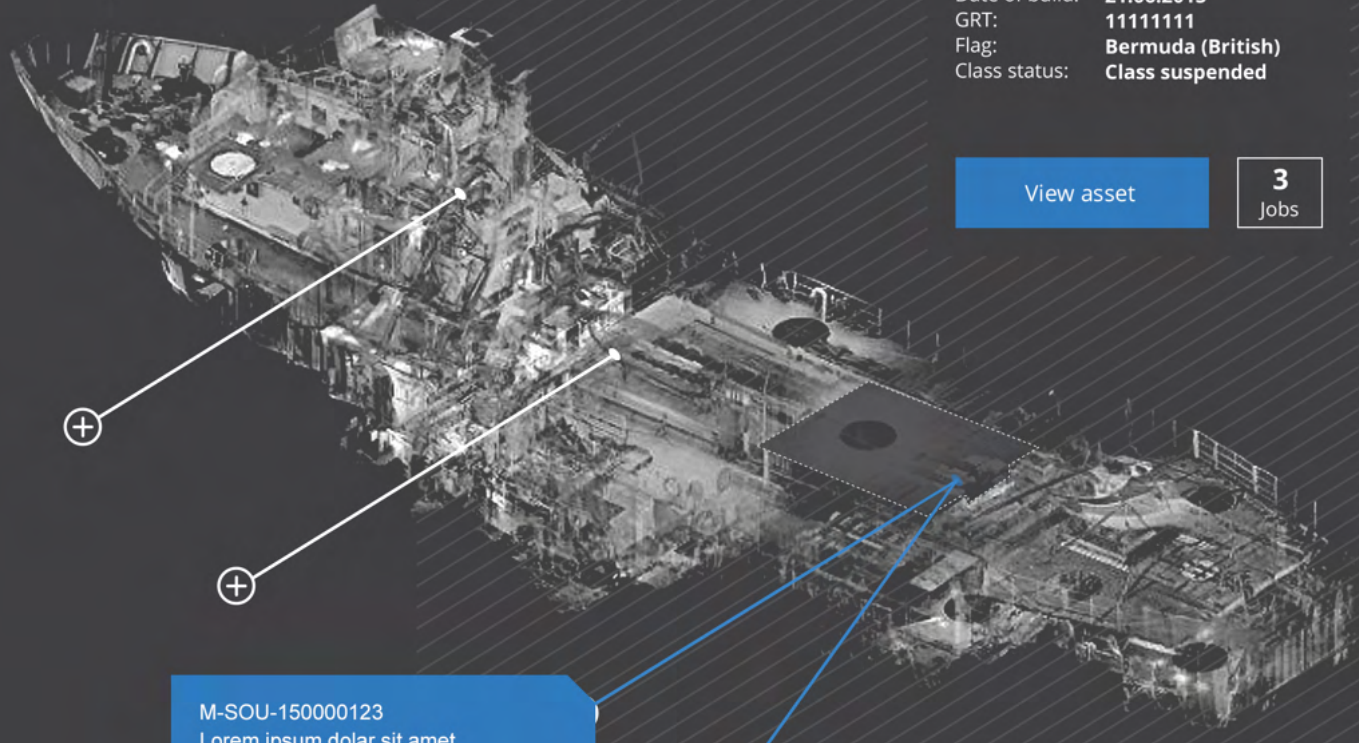


HMS Edward

IMO number: **000123456**
 Asset Type: **Naval Vessel**
 Date of build: **21.06.2015**
 GRT: **11111111**
 Flag: **Bermuda (British)**
 Class status: **Class suspended**

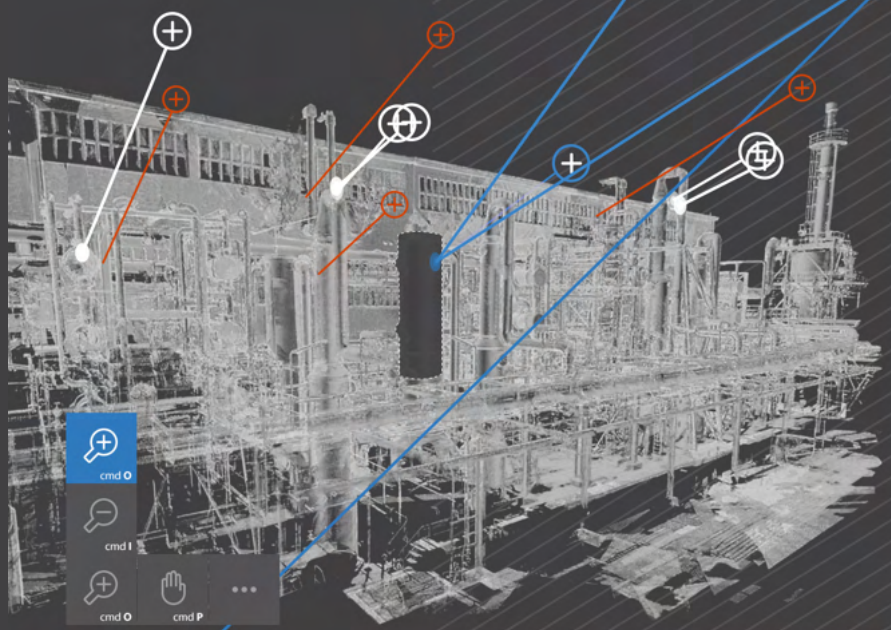
[View asset](#)

3
Jobs



M-SOU-150000123
 Lorem ipsum dolar sit amet

[More information](#)



M-SOU-150000123
 Lorem ipsum dolar sit amet

[View history](#)

Showing history for current scene **5 historic jobs** [Close history](#) X

Completed interface design with lidar renderer

SDO: **Southampton**
 Service Type: **TOC, TOM**

ETA: **15 Feb 2015**
 ETD: **5 Jan 2016**

Start Date: **16 Feb 2015**



VISUAL DESIGN

I joined the highly regarded TFL design team as **Visual Designer**.

TFL had recently launched the Journey planner and their online experience **was used by millions every day**. Internally this had generated a huge amount of design collateral and with modular design being formative, it was my job to try to help.

Coming from a design, but also development background, **it was clear to me creating digital designs is a process**. We set about rationalising the design library and reducing development effort significantly.

TRANSPORTED BY DESIGN

Animated video gif

London's transport design is pioneering, visionary, and beautiful. Transported By Design is an inspiring showcase of events and activities to raise awareness of TfL's rich design heritage. The programme will run until December 2016. Bookmark this page for more information as the programme develops.

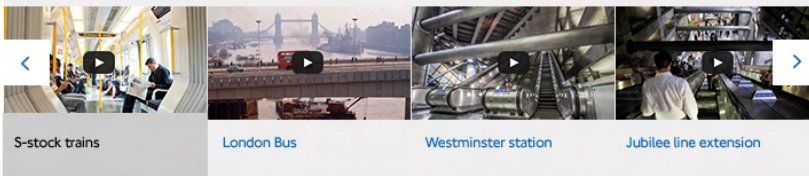
Related pages

- [Your Design Icons](#) >
- [Transported by Design in the news](#) >

Video

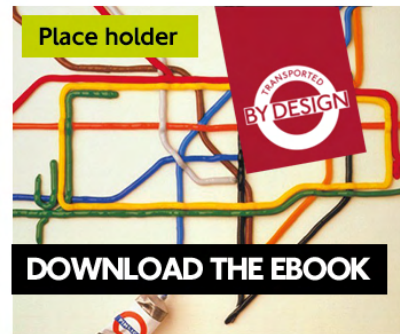
DESIGN AT TFL TABLET APPLICATION

S-stock trains



Follow us

Place holder



[DOWNLOAD THE EBOOK](#)

LONDON TRANSPORT MUSEUM

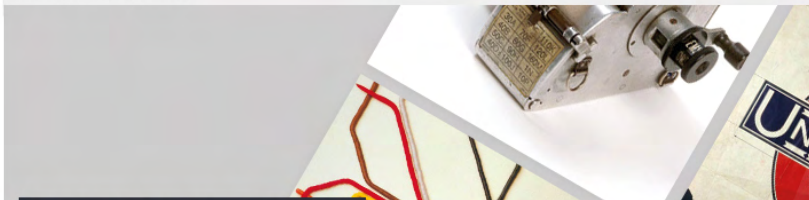
Find out more about the London Transport Museum's exhibition - London by Design

[Visit the LTM website for more information](#)

Contact Us

@ tbd@tfl.gov.uk

Top 100 Design icons



Working for TFL and as a fresh pair of eyes we were able to reduce development effort whilst keeping the look and feel essentially TFL.



[Launch image gallery](#)



ART DIRECTOR, VISUAL DESIGNER

The challenge for Mintel was to **deliver a platform with “wow factor”** to the beauty industry for their predominantly data and market research reporting.

The goal was to balance credibility with industry levels of aesthetic. This has become their flagship platform and is being rolled out to the rest of the business globally.



bareMinerals launches skin “wellness” line

March 2016

Linking ingredients with living a long, happy and productive life looks on the money for bareMinerals



By Misty McGrew

I'm looking for...



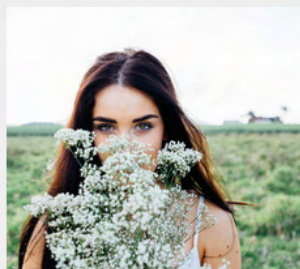
Filter page by: **CATEGORY ▾** **REGION ▾** **STRATEGIC TOPICS ▾** **PRODUCT DEVELOPMENT ▾**



JULY 2011 *5 min read*

Berlin fashion goes underground

Berlin fashion goes



JULY 2014 *5 min read*

Unilever launches first toothpaste for men

Ba Yan Ka La boutique looks

NOVEMBER 2013 *5 min read*

Marine concept skincare is increasingly popular in China

Marine concept skincare is increasingly popular in China. Marine concept skincare is increasingly popular in China. Marine concept skincare is increasingly popular in China...

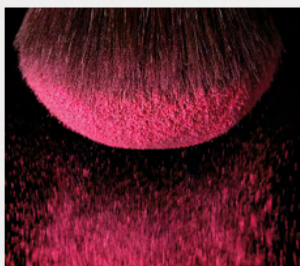
READ MORE



SEPTEMBER 2015 *5 min read*

Transparency drives shampoo packaging design

Transparency drives shampoo



DECEMBER 2015 *5 min read*

Enhanced volume claims attract South Korea's senior



JULY 2012 *5 min read*

Ba Yan Ka La boutique looks East and West

Ba Yan Ka La boutique looks



MARCH 2015 *5 min read*

Growing elderly population in China calls for toothpaste for



OCTOBER 2015 *5 min read*

Kamedis enters the Chinese skincare market

Kamedis enters the Chinese

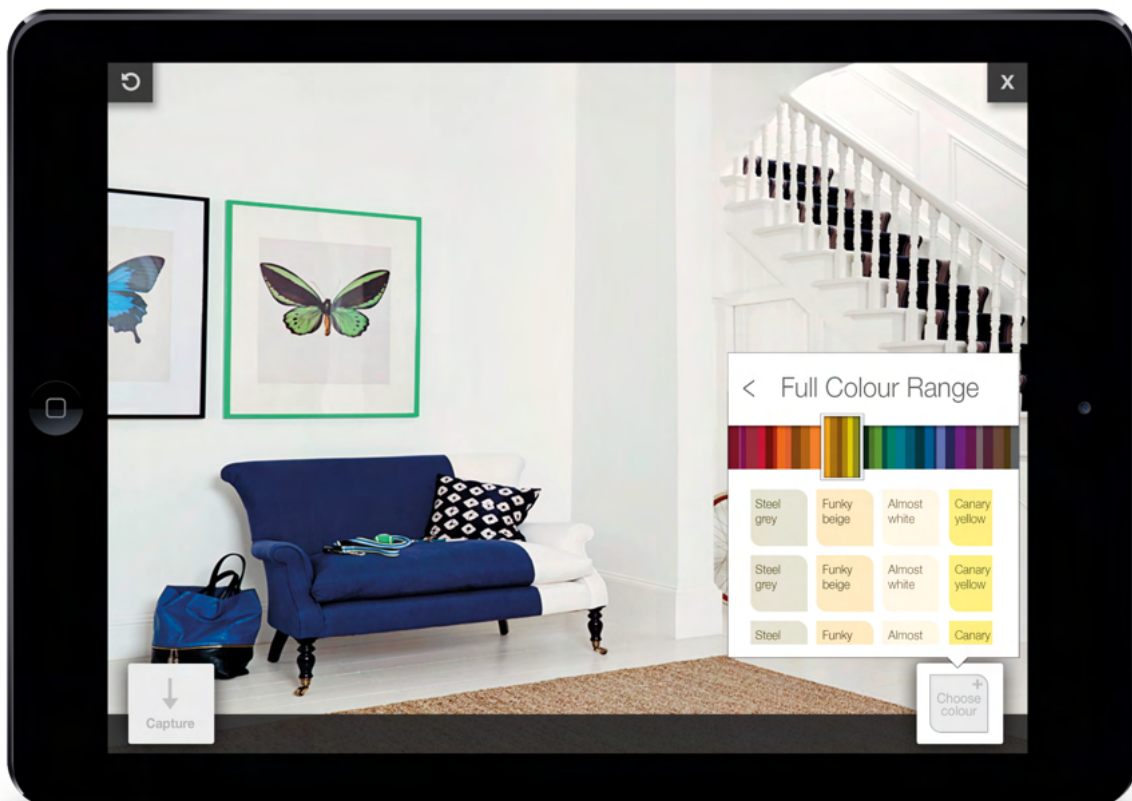
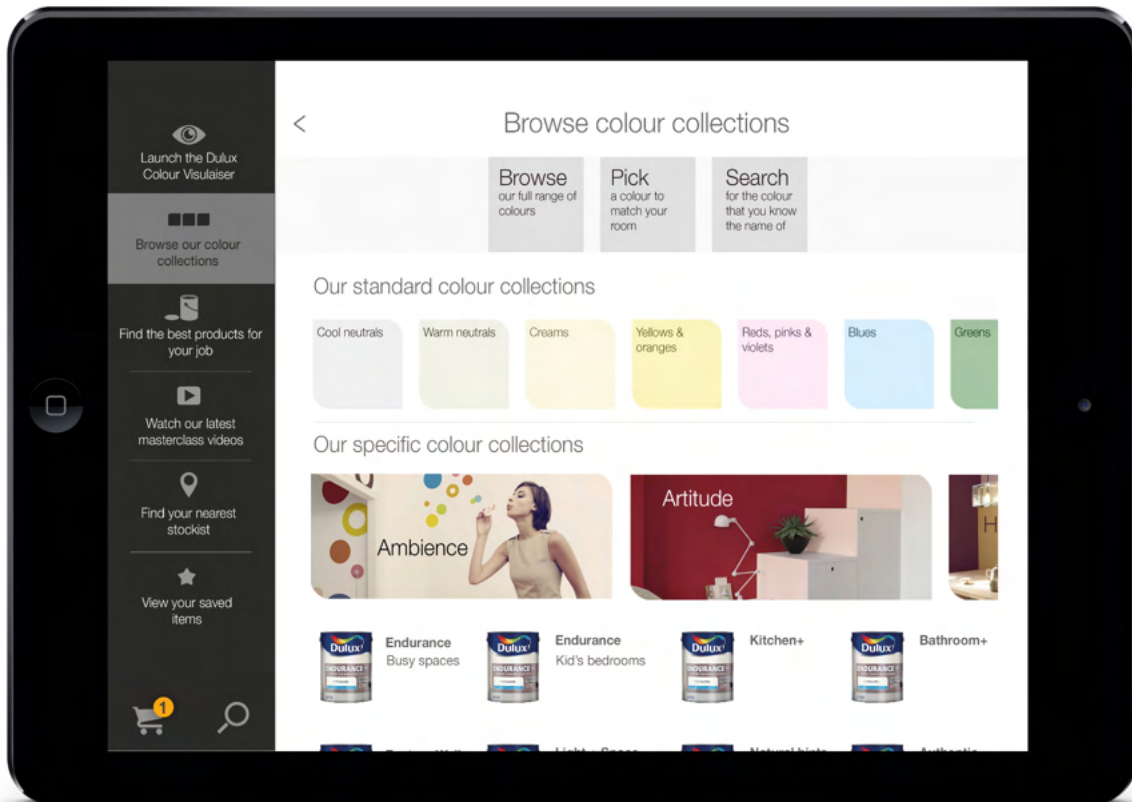


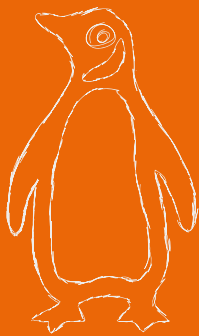
ART DIRECTOR, VISUAL DESIGNER

AkzoNobel, owners of Dulux & many other paint brands were keen to leverage technology to engage with their varied customer base.

Typically my role ranged from **Art Direction, Visual Design** and **Creative Technology** with this client, for projects as diverse as their in-store mixing machines to iPhone apps.

The Dulux visualiser app, their **most ambitious project** allows users to paint walls via the live view of their tablet or mobile.





ART DIRECTOR

Penguin were **looking to transform their online presence** from an online bookstore to a place where they could engage with their customers.

We combined the nostalgia of Penguin book ownership and fused it with a **modern sense of community** that felt right for the brand.



Format : ePub eBook
ISBN: 9780141198828
Pages : 656
Published : 04 Apr 2013
Publisher : Penguin Classics

Other formats for The Collected Stories of Rumpole:

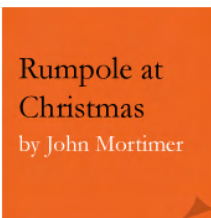
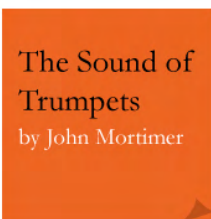
» Paperback : £14.99

“What i take away from this is that Rumpole is much more than a characture of society, he is...”

-Law and Justice Book Club

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Collected Stories of Rumpole

by John Mortimer

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Synopsis

Horace Rumpole - witty, eloquent, dishevelled and cynical - is one of fiction's best-loved barristers-at-law.

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These collected stories, in Penguin Modern Classics for the first time, are a definitive introduction to one of the wisest and wittiest characters in British comic writing and a reminder of what justice should really be about. With a new introduction by Sam Leith, former literary editor of the Daily Telegraph and contributor to the Evening Standard, Guardian and Spectator.

Reviews

Recommend by 126 People

One of the best books ever written

by Emilia Rollister

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I greatly disagree with Mrs Rollister

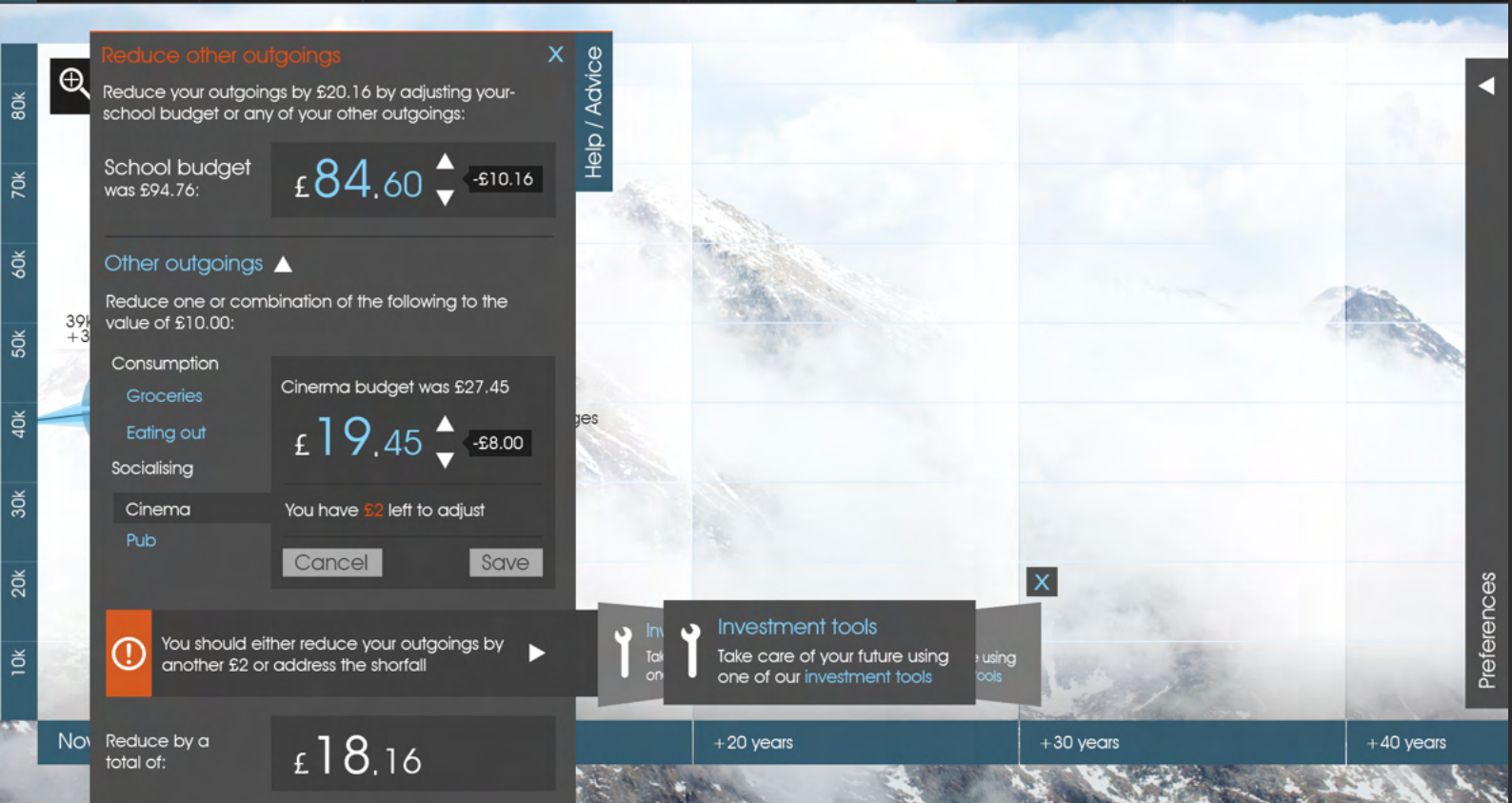
by Frank Turner

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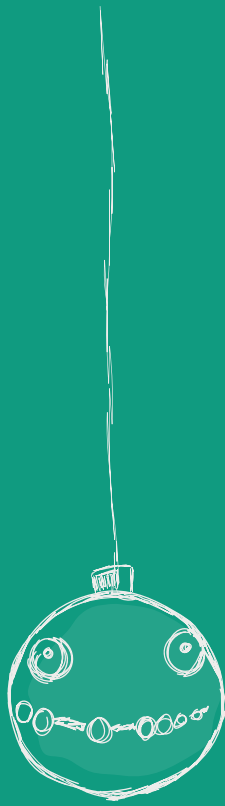
Background

Gender: | Age: **38** | Family structure: Children | Education: Student loan £16,345 | Finance | Income: Annual salary £37,247 | Mortgage: £1,735 Per month | Owner: SE3 7AS



Rank 3 Rank 4 Rank 5 Rank 6 Compare

12	13/06/2013	11	18/05/2012	10	16/05/2012	9	12/04/2011	8	26/03/2012	7	15/02/2012
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THANK YOU!

I'm Paul, and that was broadly me.

SPEAK SOON!

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