

JAMES MILLS

Portfolio

A walk-through some of the websites and projects I've designed and built during my time at InsureandGo, Ahead4 and Lontra.

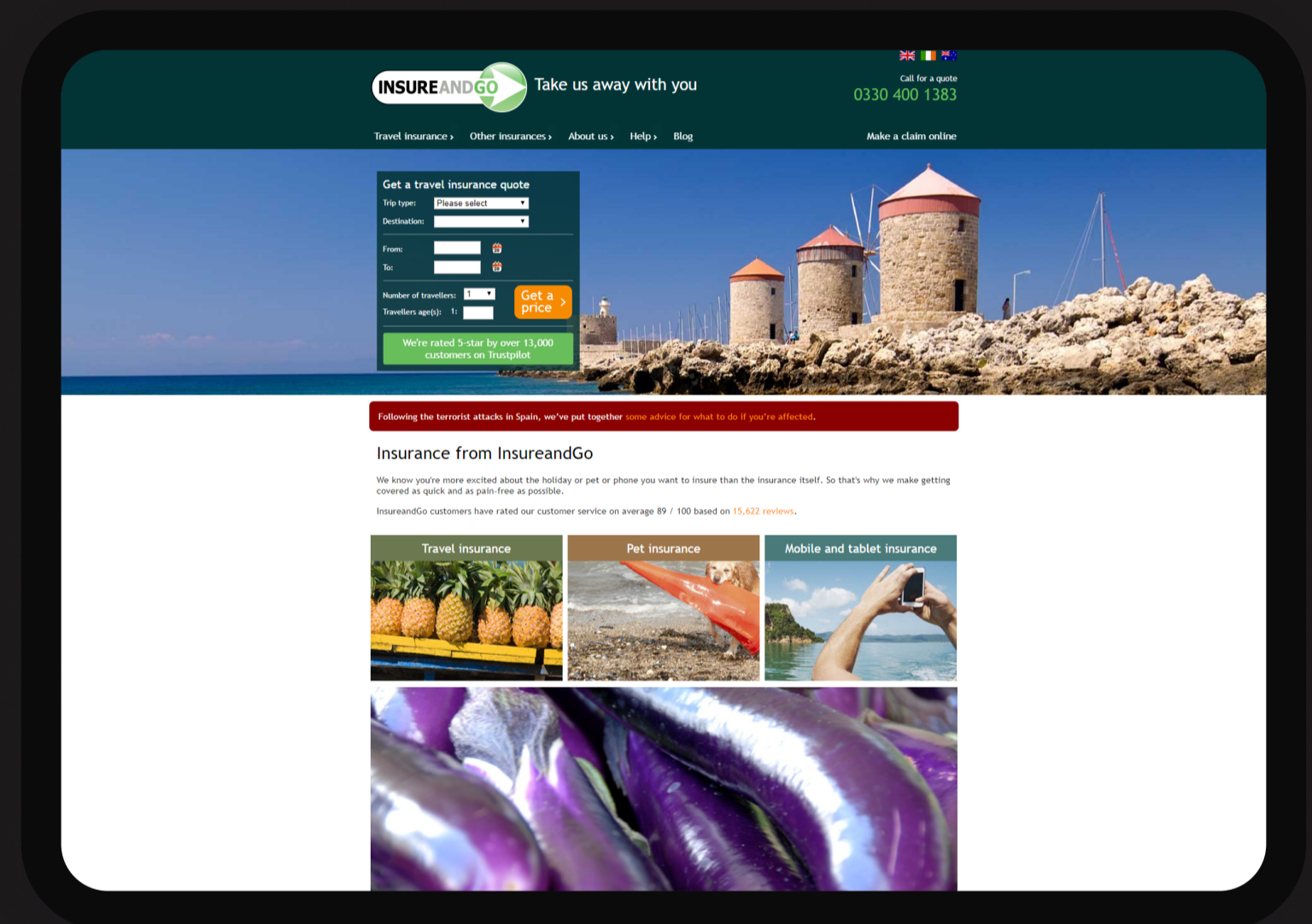
A stylized, red cursive signature of the name 'James Mills' is positioned in the bottom right corner of the page. The signature is fluid and handwritten in style, with a prominent loop at the beginning and a long, sweeping tail.

INSUREANDGO

InsureandGo

When I joined, the site was going through a transition phase from the old “3d” design style popularised in the early 2000’s, to the new general standard of Google’s material design approach.

At the time Bootstrap was becoming popular and was chosen for achieving a consistent layout, while allowing for changes to be made quickly and ensuring long term mobile standards could be achieved.



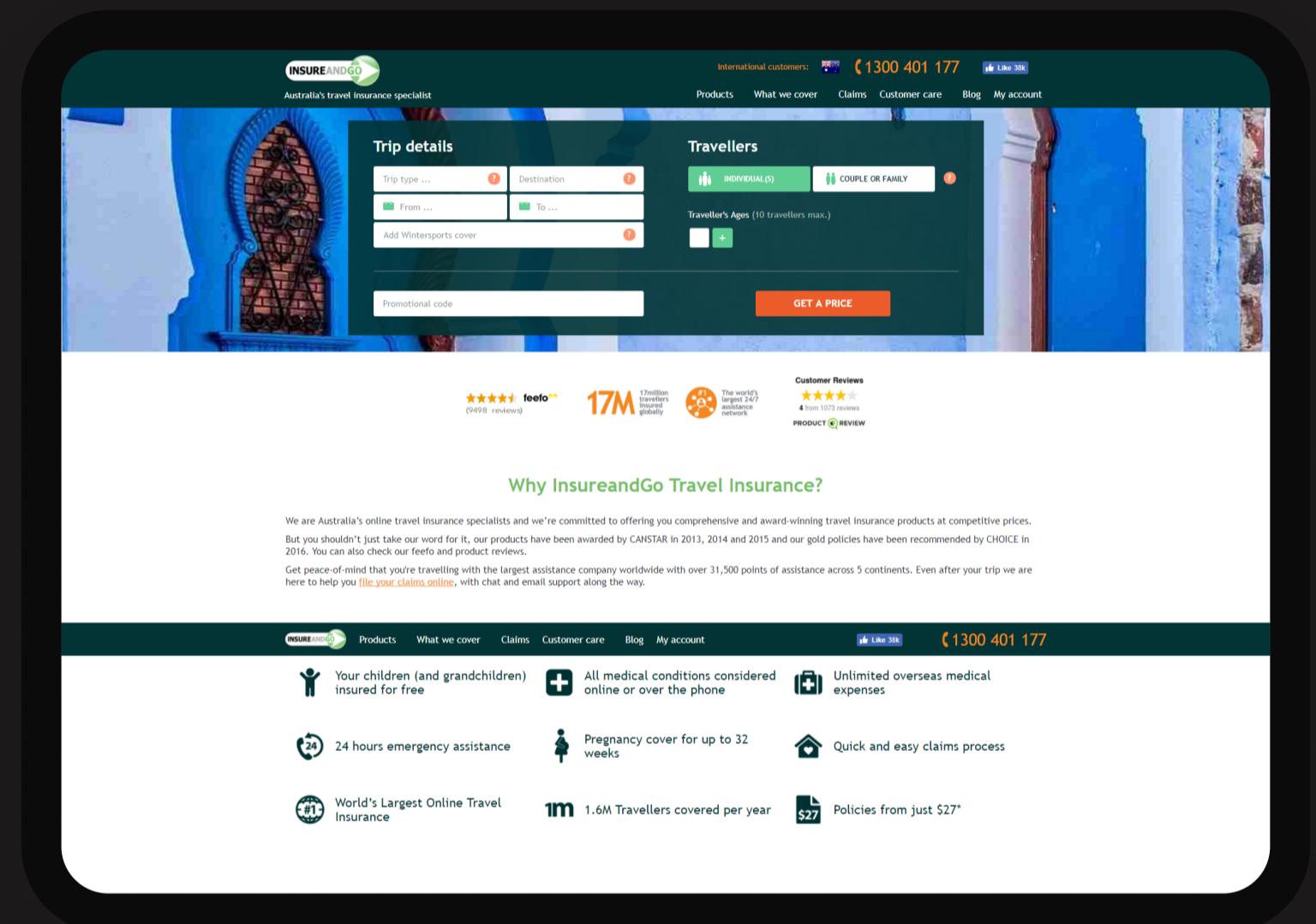
A red, stylized signature logo in the bottom right corner of the slide.

INSUREANDGO

InsureandGo Australia

I also got to work on the Australian branch's site, taking input from the marketing team for what works best for their target audience.

As well as this, I was heavily involved with various white-label projects for some big name clients including Argos, The Guardian, Debenhams, Perry's, Ford and British Airways amongst many others.

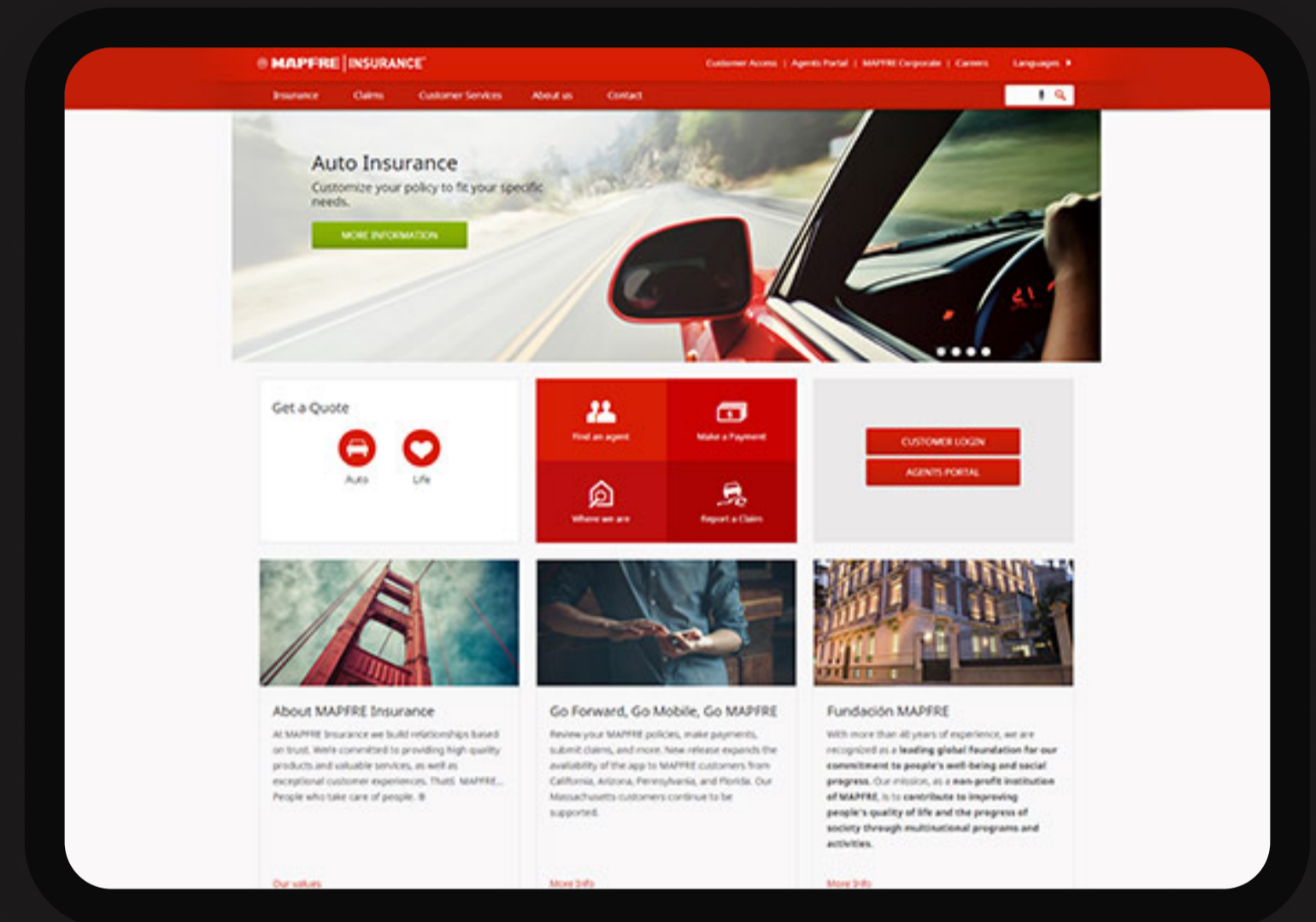


INSUREANDGO

Mapfre

Following Mapfre's purchase of InsureandGo, I got to work on transforming their global websites.

This was split between their corporate site for shareholders and their satellite websites, which focused on their different insurance offerings.

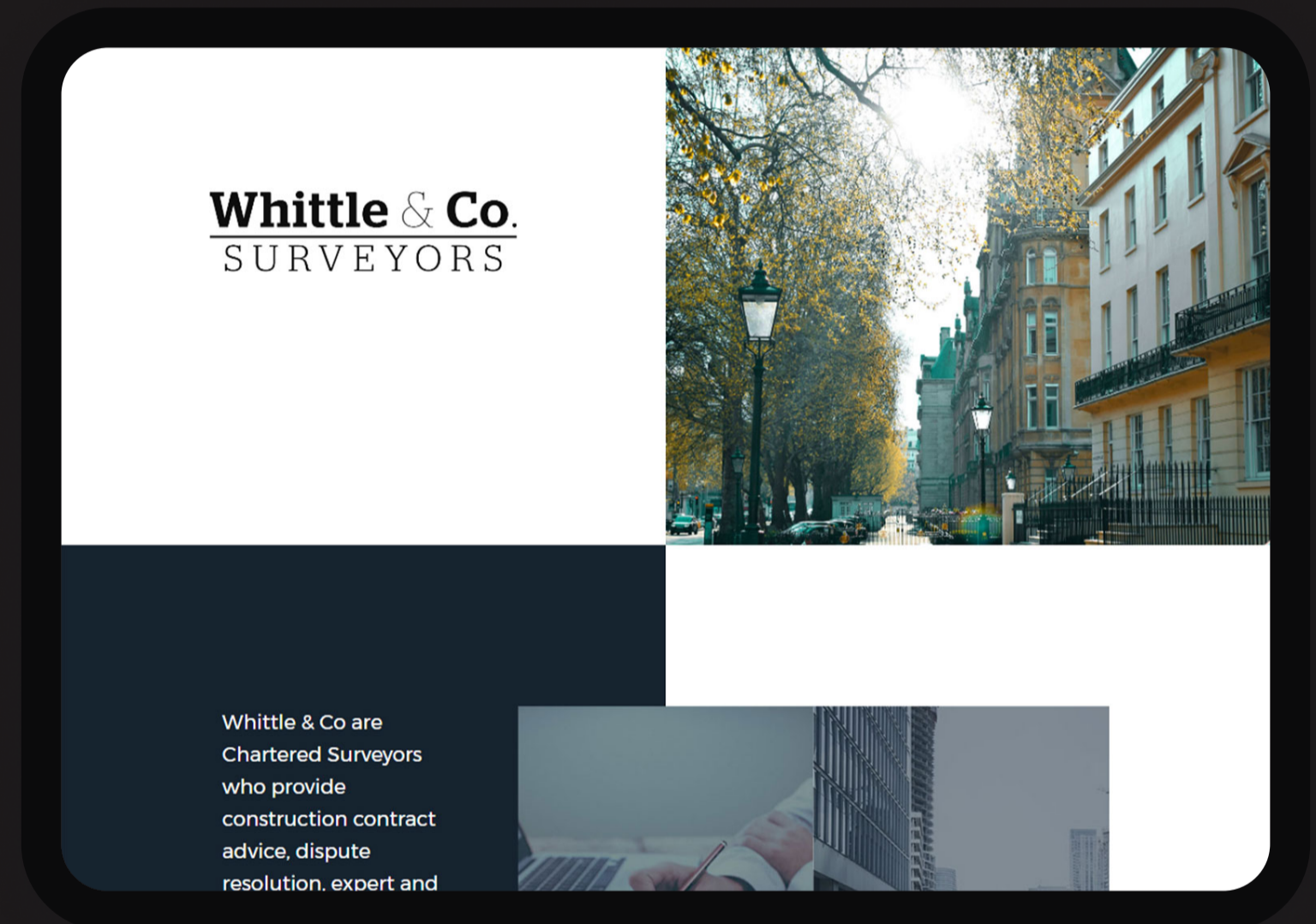


AHEAD4

Whittle Surveyors

After joining Ahead4, I was brought in on the Whittle project which had various redesigns over the years, however, nothing really captured the client's vision.

After drilling down on what they wanted to portray, I found they were ultimately looking for a digital business card style site. We went over a few iterations and finally settled on the current site, which has remained in place.

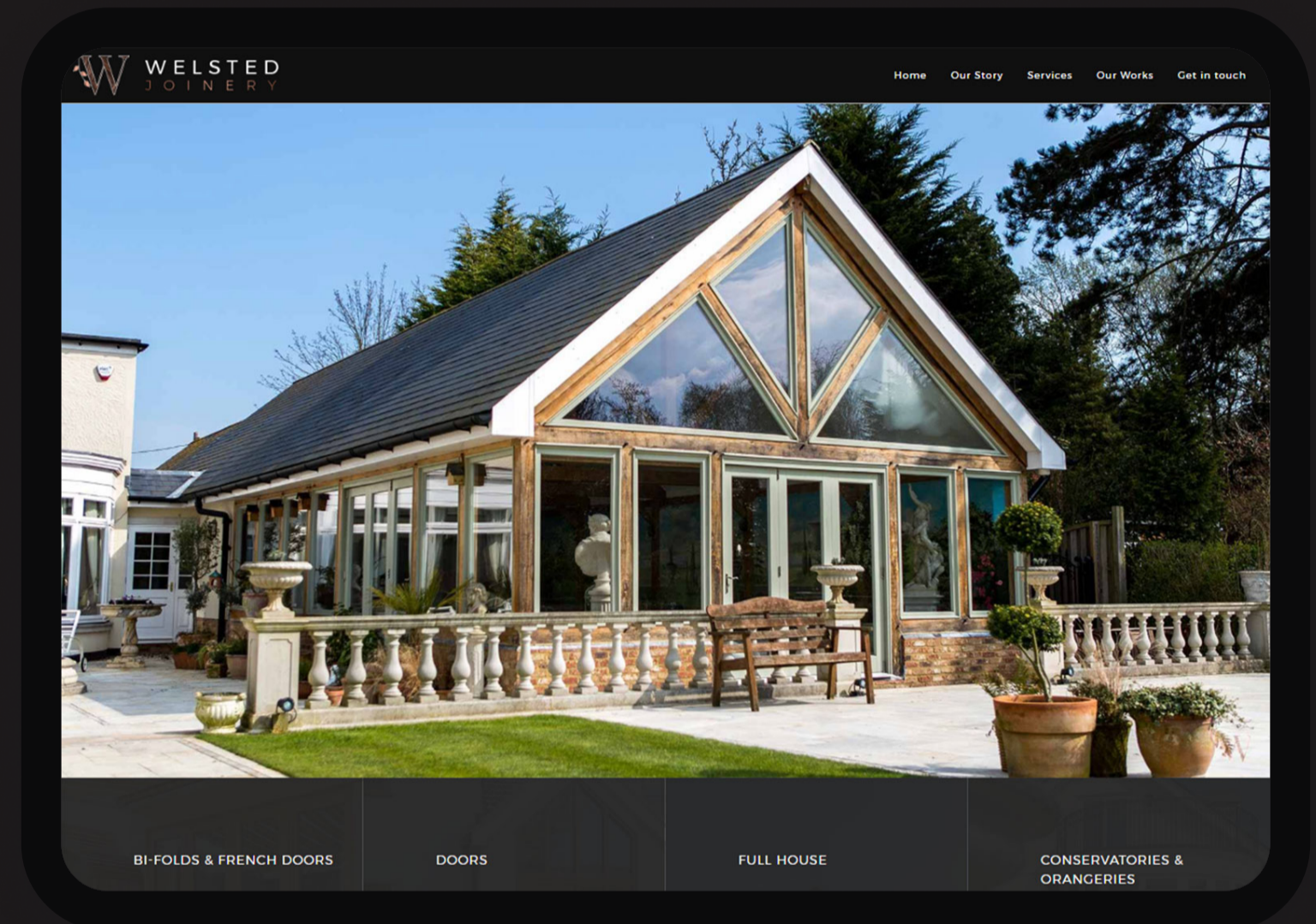


AHEAD4

Welsted Joinery

This client approached me asking to help them to sell their various wood and build services. After speaking with them, I suggested that they should try showcasing what they've done and let the images speak for themselves.

Taking this approach, the site was designed with a heavy emphasis on visuals. I received positive feedback a few months post launch where they credited me in being instrumental in their new successes.

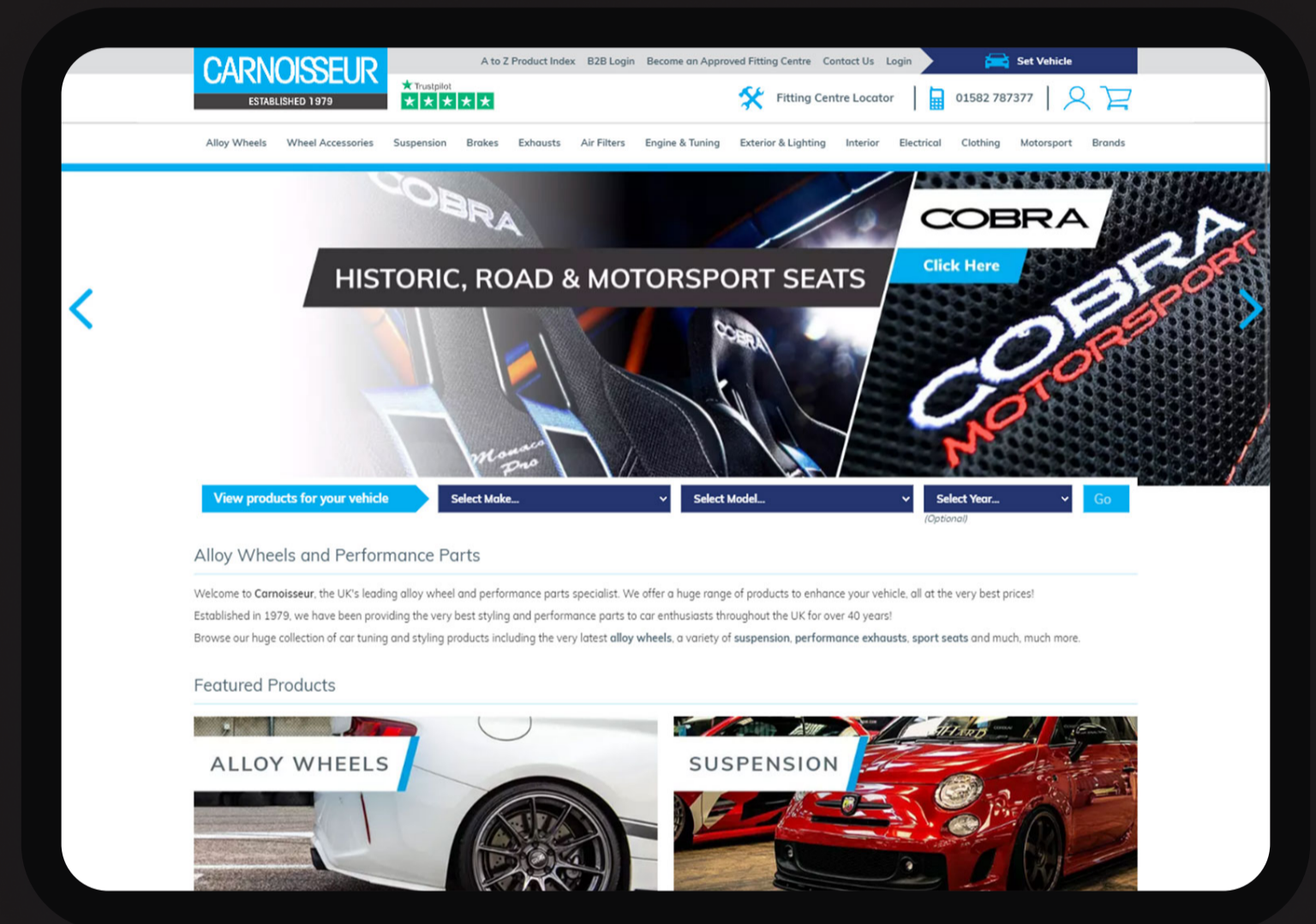


AHEAD4

Carnoisieur

This was a long term client who was struggling to make the site uniform due to the different data feeds from suppliers which made managing it very difficult.

We created a robust backend system to help sort the data into something workable, which then allowed the complete transformation into a great eCommerce site with additional features to handle B2B offerings.

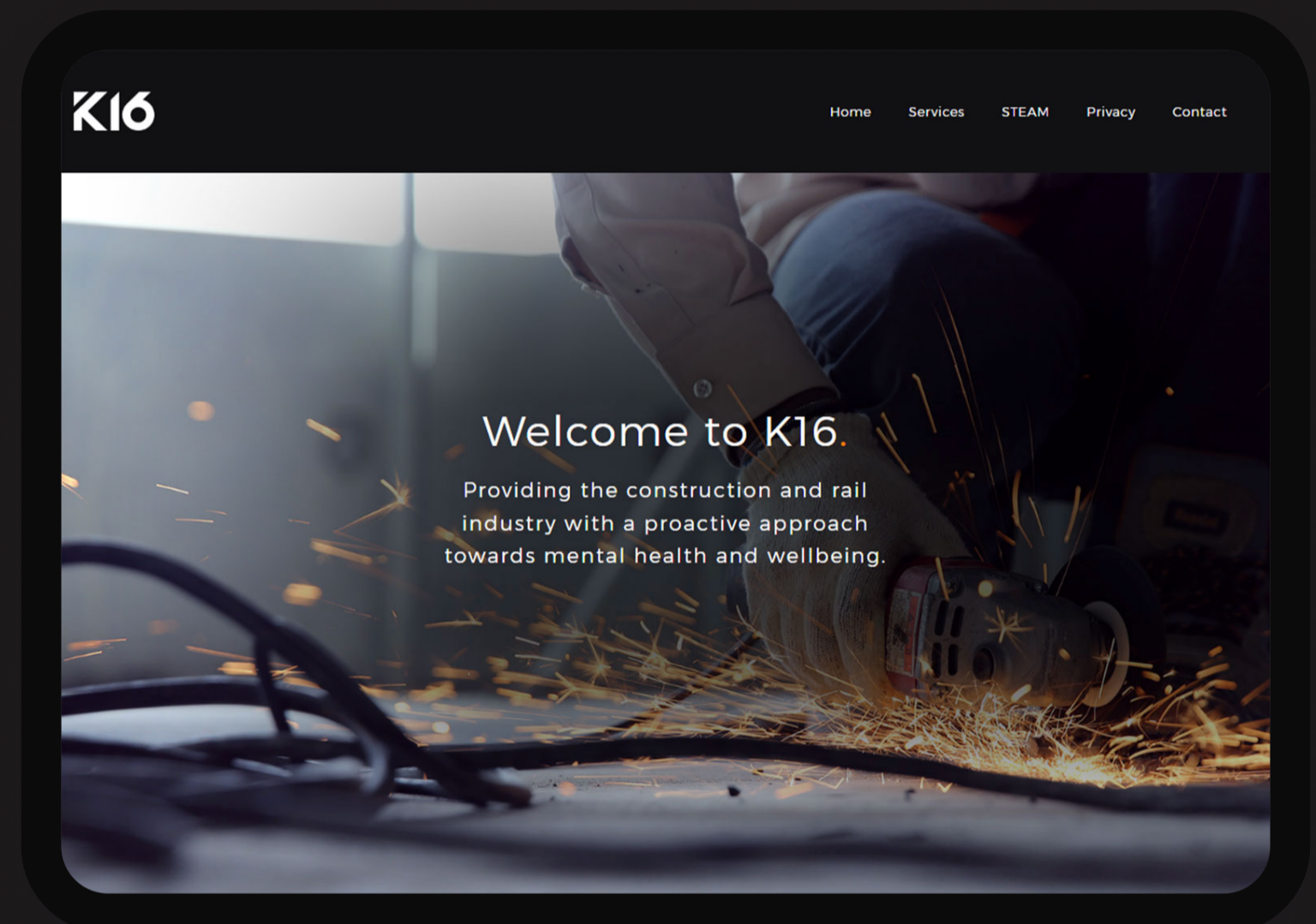


AHEAD4

K16

After years working in construction, this client approached me to help start their charity for providing support and “sharing days” to workers in the construction industry.

The site took a simple approach in order to deliver it’s message. We also built a large CRM system so they could manage appointments with nationwide construction firms and help manage many of the hundreds of workers attending, as well as provide them with an anonymous feedback tool to gather data insights on their mood.

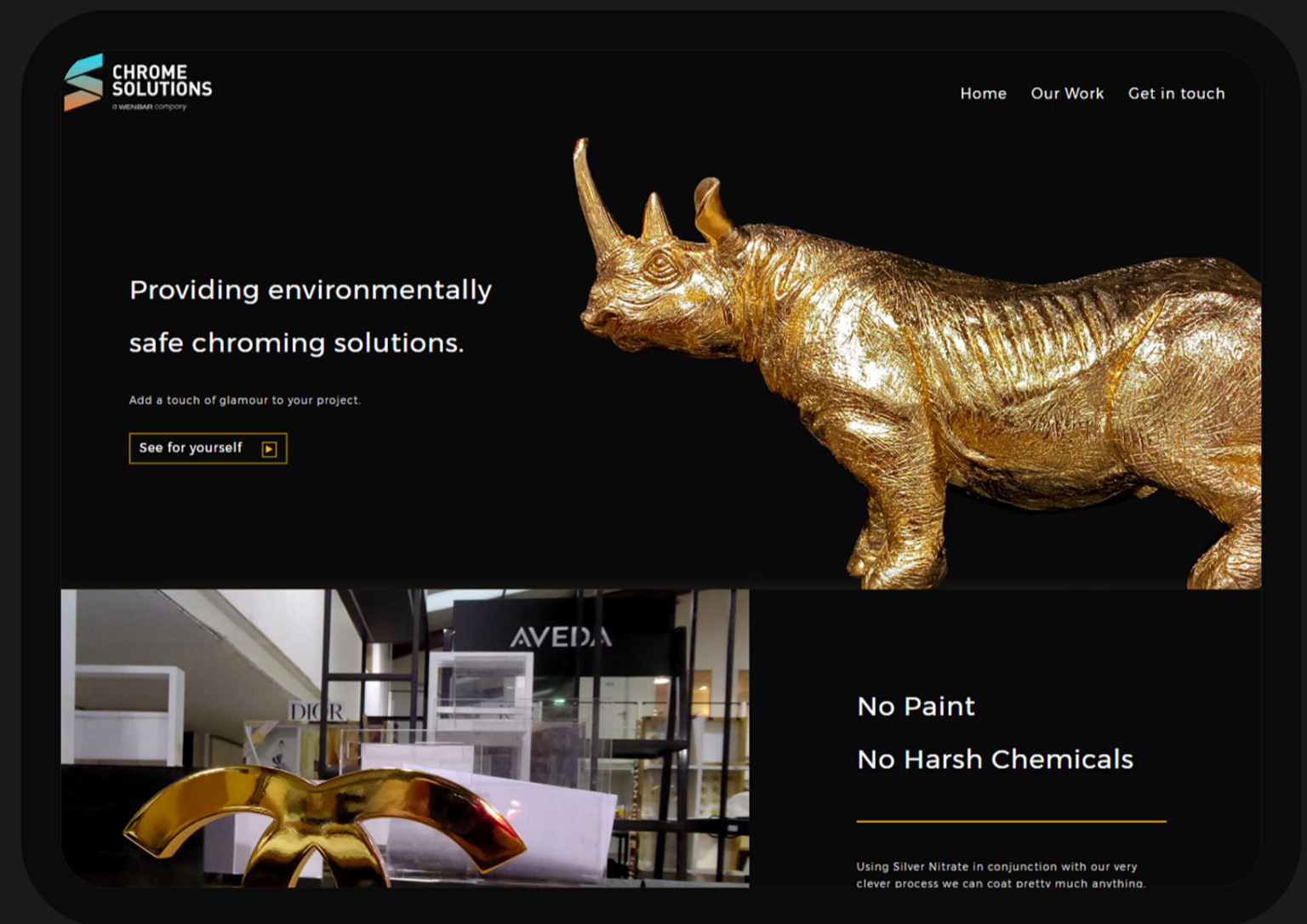


AHEAD4

Chrome Solutions

Being one of the subsidiary companies of Wenbar, this client wanted a site to showcase their new coating technology to some of their client pool which included the likes of Marks and Spencer Harrods and D&G. This meant it needed to be clear and straight to the point.

A clear section style design was chosen and emphasis placed on the images, with short paragraphs to make it simple to grasp.

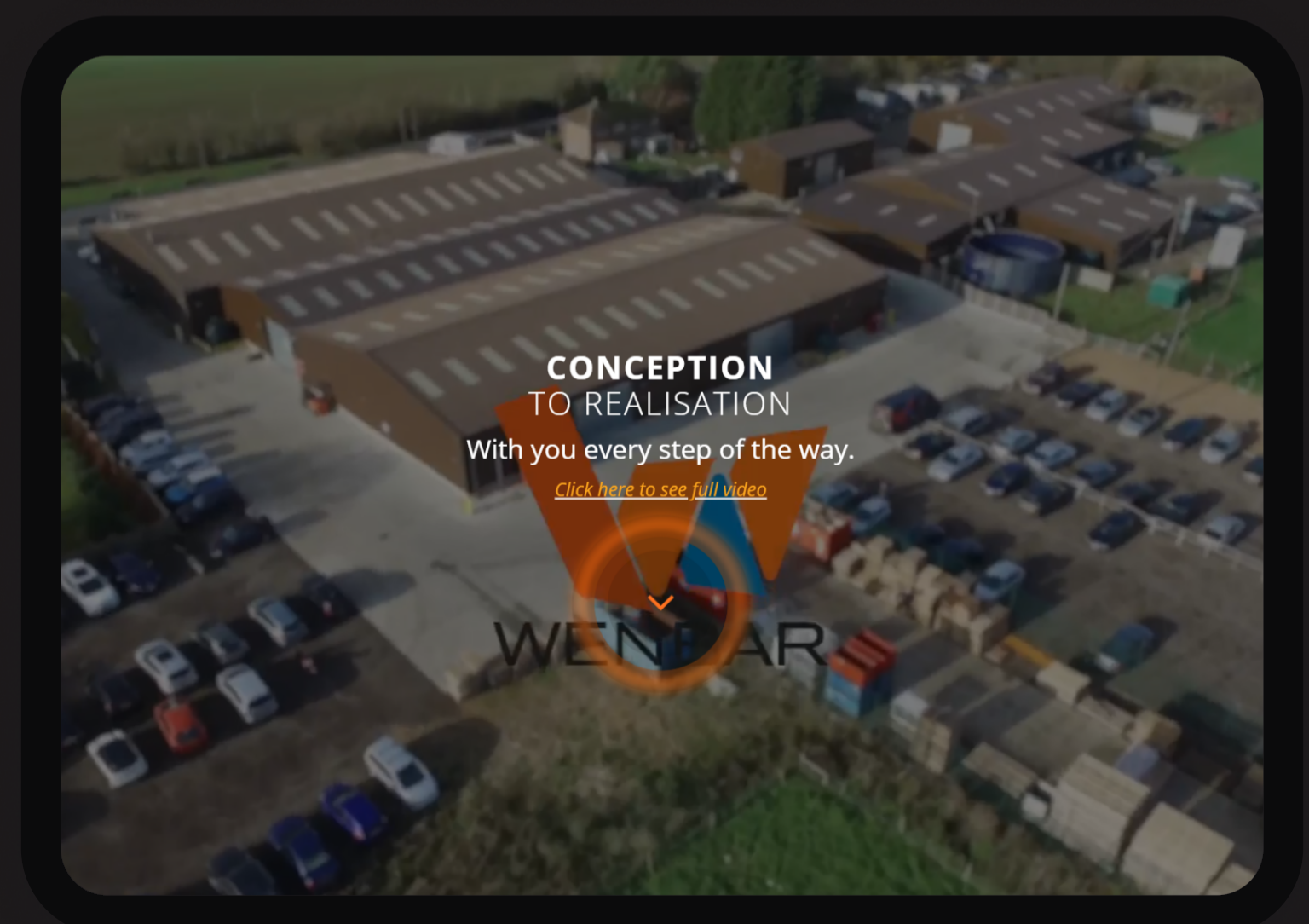
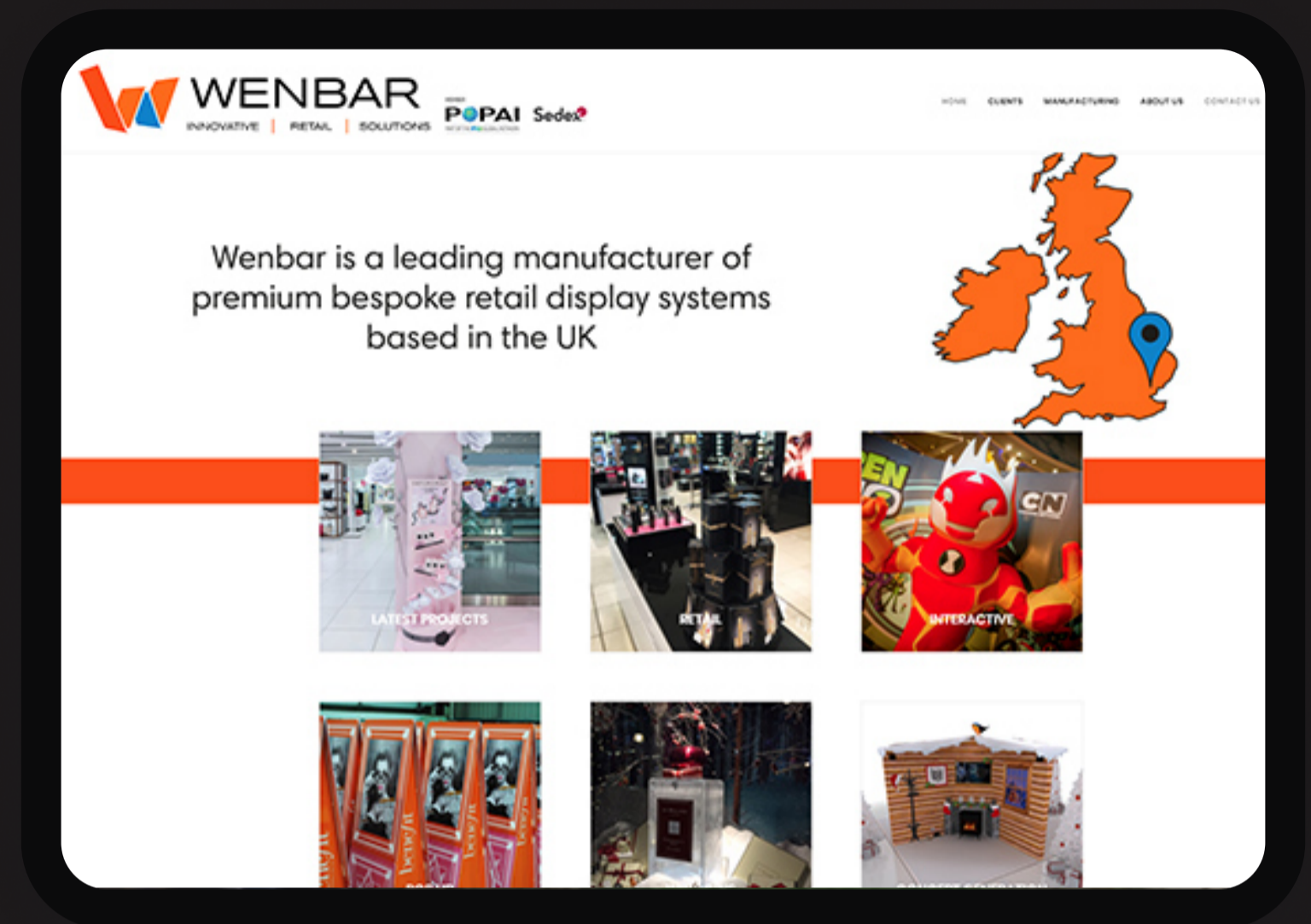


AHEAD4

Wenbar

After the success of Chrome Solutions, the client then requested a different approach to their main site.

This was built using a custom in-house CMS to allow them to edit the site however they saw fit. With the added flexibility to add new sections, a unique CSS framework was created to try and maintain consistency of elements when selected for each section.



A red, stylized signature logo in the bottom right corner of the slide.

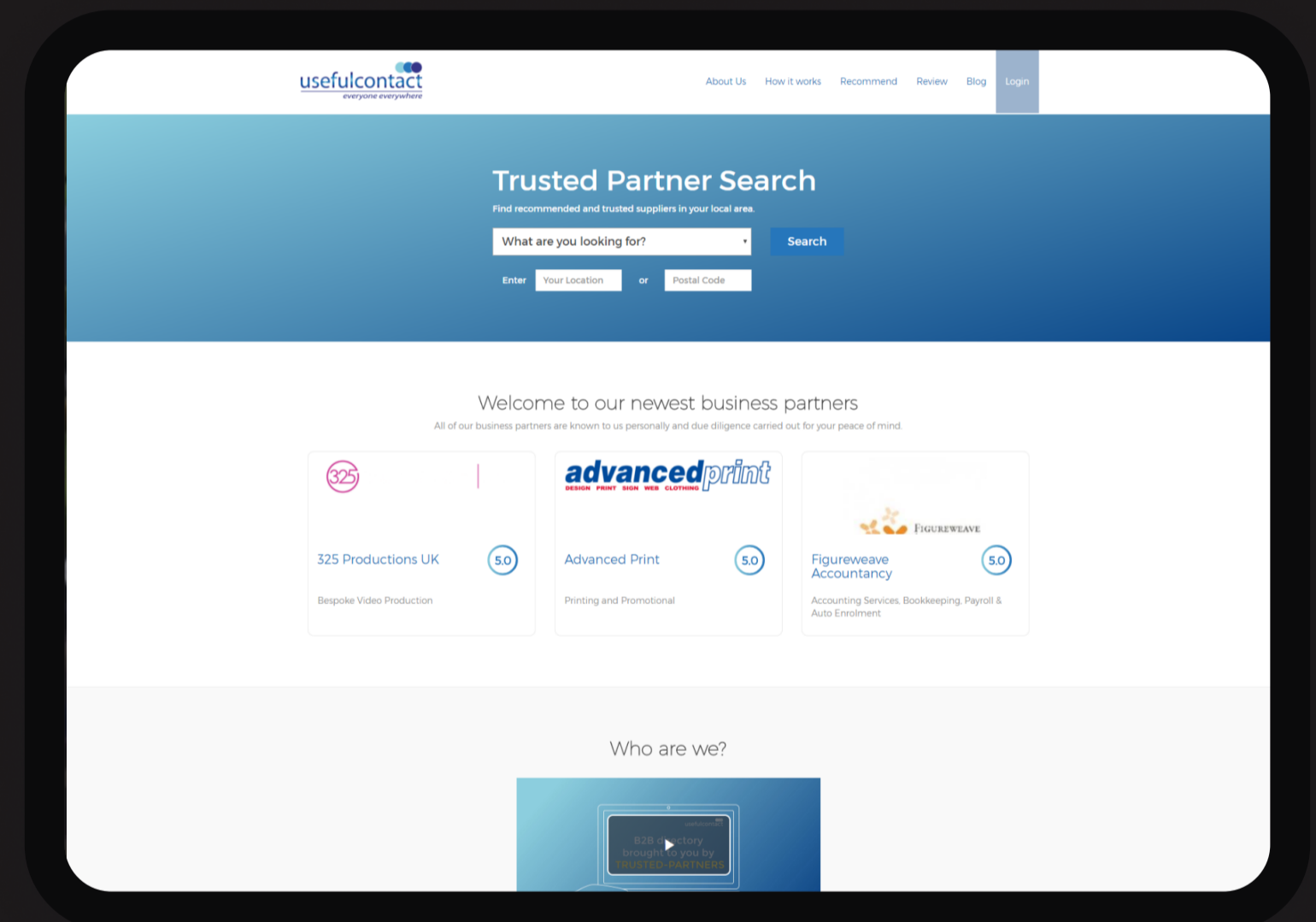
AHEAD4

Useful Contact

This client approached me with the idea of a semi-personal website for keeping track of his connections while making it self-sustaining.

The approach was to make a visually comfortable site while having simple cards for displaying business contacts.

Additional work on the backend was created in order for the client to rank businesses as desired but to also add new ones when needed.



AHEAD4

AMS

Working in the niche UHNW insurance sector AMS wanted a site which offered a mid-way option towards fleets, while still offering a quality product.

The site was sectioned out into a business card approach to ensure all the relevant information was accessed as quickly as possible with the goal to direct a call.

