

WHY | FREDDIE | ASK | SCOPE | PROCESS | PROOF | CONTACT

FIVE MINUTE READ

YOUR IDEA. MY DESIGN. BIG RESULT.

Helping companies tell big stories.

Creative
Partner

**Freddie
Rogers**

Over 20 years of agency-grade creative strategy, tailored to help your business get a **Yes** | 1

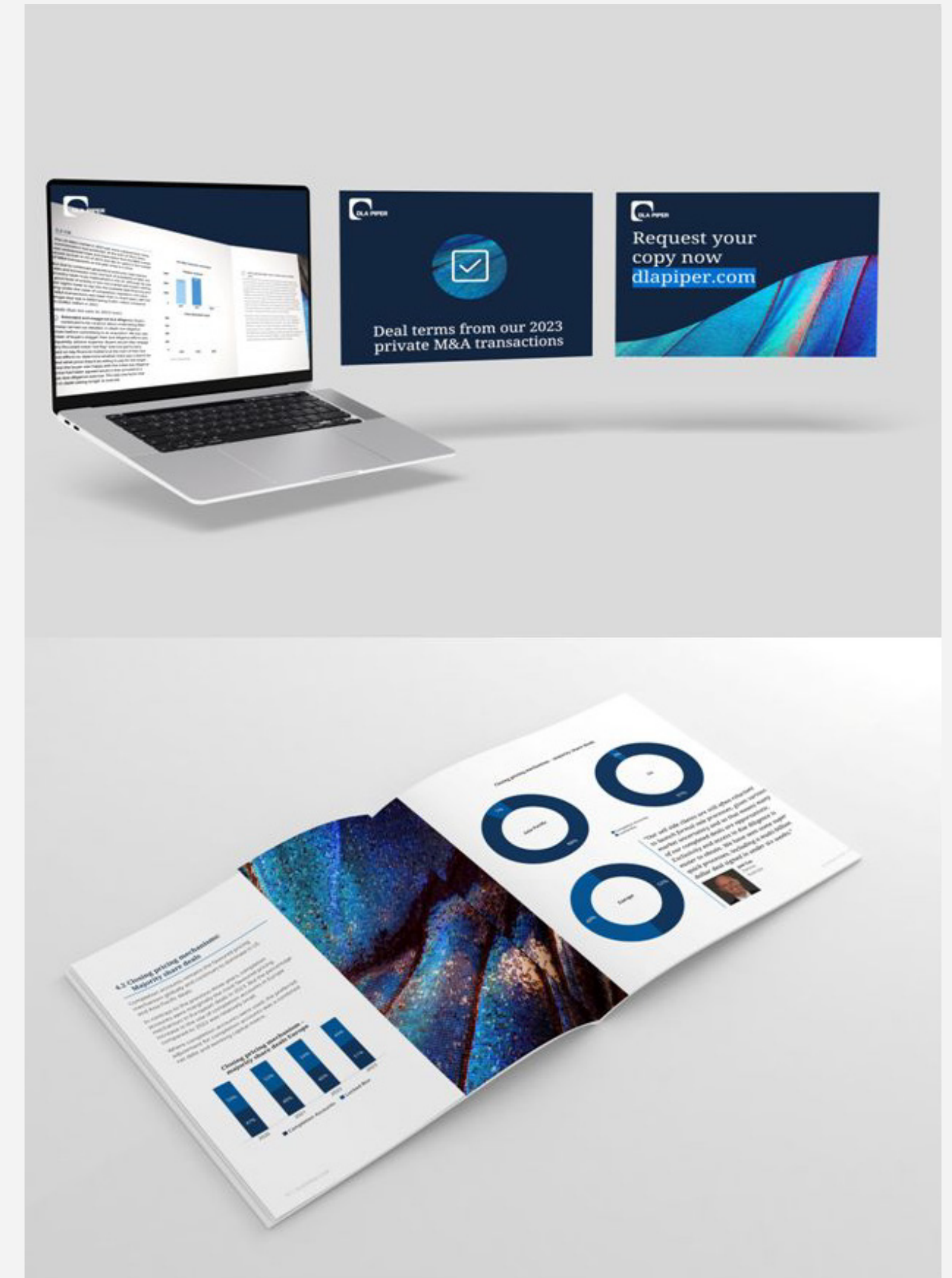
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Big agency
craft.

Small business
care.

No ego, no
fluff, just **high-**
impact design.

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Why

Great design doesn't just look good, **it talks.**

If your design doesn't communicate that vision clearly, you're leaving money on the table. Whether it's a pitch deck, piece of collateral, marketing brochure, or a brand identity for customers, I bridge the gap between **what you do** and **why it matters.**



KEY TAKEAWAY

Design is a business advantage, not a decoration.

Your Creative Partner

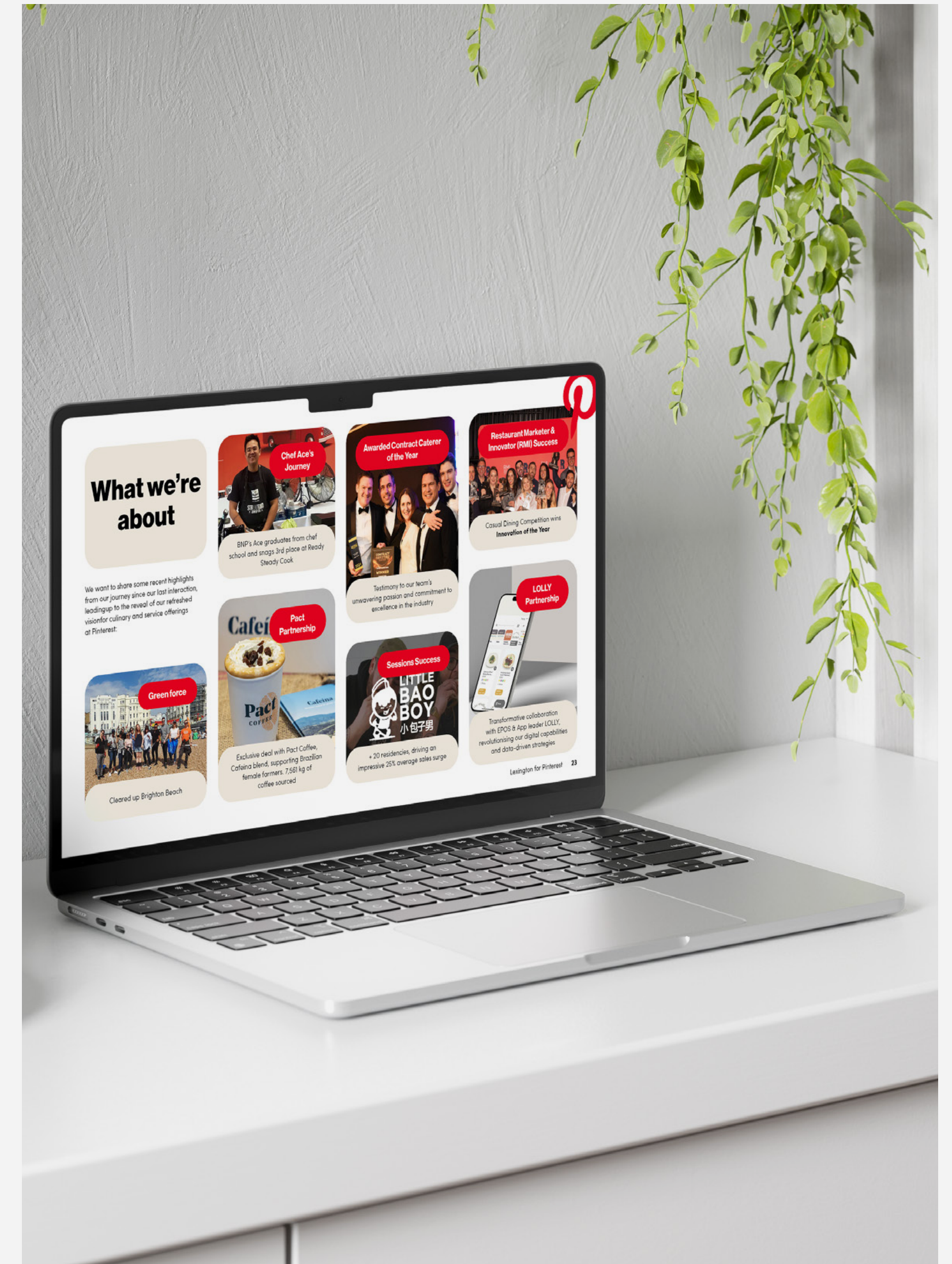
Over 20 years of experience. **Zero ego.**

I'm a designer, but I'm also a dad, a project manager, and a creative partner. I've spent over two decades turning messy concepts into clear, effective, and **ready-to-go** creative assets.



**Over
£10M**

I don't just design slides, I build winning bids. I've authored and designed successful tenders, presentations and intro docs that have secured more than £10M in revenue for my partners.



Turning your Ask into a Yes

The Pitch Deck.

A pitch deck isn't just slides, it's a story. I specialise in building decks that are clear, persuasive, and visually impossible to ignore.

What you get:

- o Structural flow (telling the right story in the right order).
- o Information design (making complex data simple).
- o Pitch-ready file hygiene (you get all assets and files).



Beyond the Deck (The Full Scope)

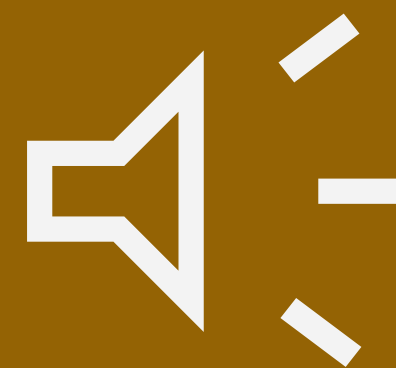
Your **Creative** Swiss Army Knife.

While I love pitch decks, I function as an on-demand creative department. From logo identity to social content and packaging, I'm the person you call when you need it done right, on time, and on brand.

Branding



Digital/Social



**Print
Collateral**



**Creative
Direction**



**Tender and
Artworking**



The No-Headache Process

How we work **together**.

Simple, transparent, and collaborative

1. **The Brief:** We chat. You tell me the goal; I ask the right questions.
2. **The Build:** I work my magic, keeping you in the loop without the noise.
3. **The Delivery:** Files are perfect, organised, ahead of schedule and ready to use.

I **manage** the workflow so you can stay **focused** on **running your company**.



Over 20 years of agency-grade creative strategy, tailored to help your business get a **Yes** | 7

Proof of Value

Good design creates an **advantage**.

Everything you need

- o Over 22 years designing, artworking and mastering the pitch deck design.
- o Managed creative workflows for over 22 years.
- o Collaborated with directors to deliver campaigns from concept to sign-off.
- o Mentored teams.
- o Mastered the art of **getting it right** the first time.

Key Collaborations



“It’s been amazing working with you and I’ve honestly got nothing but good things to say – you’ve always been super friendly, creative and approachable!”

“Working with Freddie has been an absolute pleasure! His professionalism, friendliness, and super responsiveness made every interaction smooth and enjoyable. Freddie’s accommodating nature and his knack for offering great advice truly set him apart. No matter the project, he always found a way to bring our ideas to life and deliver them with remarkable efficiency. It was great working with him!”

“You are head and shoulders above any other Creative Partner we’ve ever had, so I wanted to say that and how great it has been working with you. Thank you for everything”

“Working with Freddie has been an absolute pleasure. He’s fantastic—engaging, polite, and incredibly reliable. He never misses a deadline and consistently delivers projects to an exceptional standard. Every collaboration with him has been seamless and impressive!”

Contact

Let's make **something amazing.**

I'm currently opening up space for new projects. Let's grab 15 minutes to discuss what you're working on, even if you're just in the planning stages.

Most designers worry about the font choice. I worry about the business choice. With over 20 years of experience, I've learned that design isn't about making things look pretty, it's about making sure your message actually lands. **I bring the strategic rigor of a big-ticket agency, but with the personal investment and agility of a true partner.** I'm here to ensure your design isn't just an asset, it's an advantage.

No pressure, just a chat about your design needs.

Your **in-house** creative expert,
without the overhead.



Creative Partner

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