



Dan Clark

Portfolio 26

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Experience

In-house design &
project management

**Crown Agents
Bank**

IOPC Independent
Office for
Police Conduct



imagine.

Portfolio Intro

Portfolio Structure

Each project is presented with a clear outline, objectives, deliverables, and defined roles.

Slides are organised to show the evolution from concept to execution, demonstrating my ability to manage projects end-to-end and adapt designs based on feedback and results.

Portfolio Highlights

Strategic Design Leadership:

Demonstrated expertise in art direction, project management, and brand strategy.

Collaboration & impact:

Successfully coordinated cross-functional teams, agencies, and stakeholders. Projects received positive feedback from industry leaders and resulted in measurable improvements in brand perception and operational efficiency.

Continuous improvement:

Portfolio demonstrates a commitment to iterative design, stakeholder feedback, and adaptability to evolving business needs.

Exhibition
Stand design



Stand design Outline

Exhibition Stand Design

Led creative direction and execution for high-impact event spaces, aligning brand values with immersive experiences.

The project

Money 20/20 is the key annual event for Crown Agents Bank (CAB). I took this as an opportunity to pivot the art direction as I was also working on a rebrand and wanted to evolve our output holistically. I worked through ways of representing the company's goals and values on a static, three-dimensional, traversable medium. Arriving at a banking outer layer – represented with navy blue – and a humanitarian core of ensuring those in need received their money – represented by a gold inner seam with a word-cloud of our currencies.

Deliverables

An event stand and associated marketing materials with minimal environmental impact, with a social campaign and landing page.

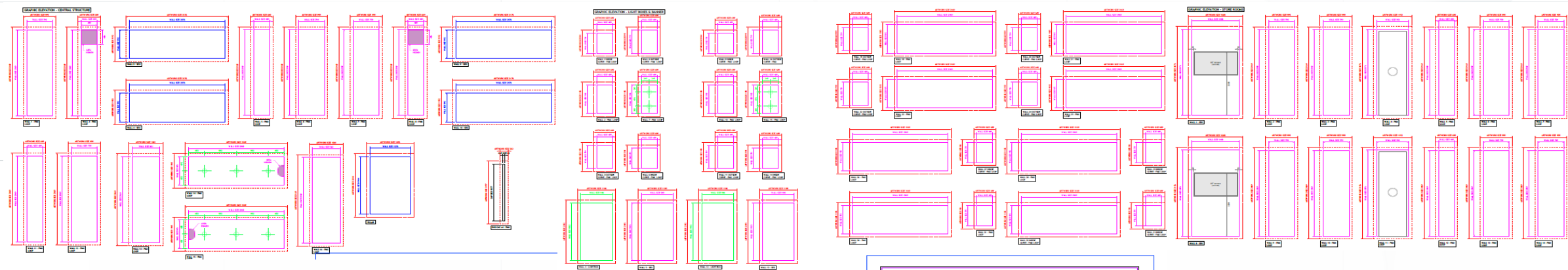
Role

Art direction, graphic design, management, strategy, tech implementation.

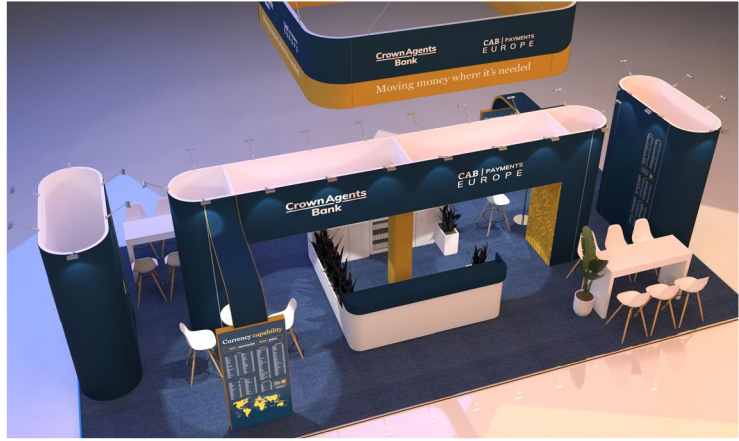
Exhibition
Use



Exhibition Execution



Exhibition
Execution



Exhibition Feedback

“Wanted to share some feedback – speaking with Howard Young, Global Head of Partnerships at Convera.

He went to great lengths to explain his appreciation for our stand at Money2020, not just the aesthetics but how our coverage was on display and gave the opportunity for visitors to discuss and interact, big appreciation by how he could see us working on the stand.

Those attending would see the size of Convera’s stand and investment – he made sure to show their team **what good looks like** pointing them at CAB.

Howard has been there for 30 odd years as a sales leader, surviving all the takeovers, Travelex, WUBS and now Convera; knows the FX and payments space as well as anyone.

Thanks, Chris”

Crown Agents
Bank

CAB | PAYMENTS
EUROPE

An introduction

Moving money where it's needed

When
you partner
with us

From our base in London, we work with governments,
financial institutions, international development
organisations and multinational development
organisations globally.

...you have access to

2024 ESG highlights

Flows to hard-to-reach markets

£2.7
billion
in development
aid flows

£1.8
billion
in emerging market
remittances

£13.5
billion
in emerging market
volumes

Going in the right direction

93%

10.5%

91%
of employees targeted

A history like no other



Brochure
Outline

Sales Brochure

Developed modular, multi-format sales materials, improving stakeholder engagement and sales team effectiveness.

The project

Identified an opportunity to improve the sales funnel materials. Discussed requirements with stakeholders and strategy with my line manager, recognising a need for digital and print (multiples of four pagination constraints), as well as multiple page variations for focusing on different sectors and teams. I project led, facilitated copywriters and liaised with subject matter experts, planned how to best produce a working document and process.

Deliverables

An artboard for each page, arranged in spreads, with layers to provide flexibility to swap content and branding. Digital and printed formats, with great feedback including requests for bespoke versions by multiple sales teams.

Role

Art direction, graphic design, management, strategy. Collaboration in text creation, such as ‘Trust takes time’ on the timeline, after identifying it as a key differentiator.

Brochure Use

Crown Agents Bank **CAB | PAYMENTS EUROPE**

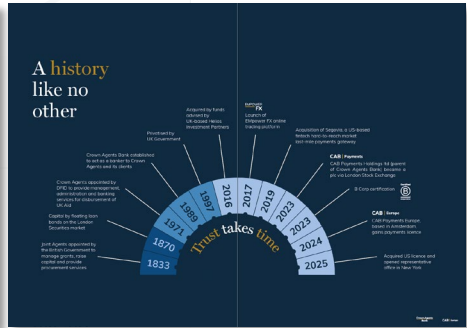
An introduction

Moving money where it's needed



Welcome

Crown Agents Bank is a leading provider of bank services for international businesses and individuals. We offer a range of services including foreign exchange, trade finance, and remittance services. Our experienced team is dedicated to providing you with the best possible service.



When you partner with us

You have access to:

- 120+ countries
- 800+ currency pairs
- 80% coverage of global FX

30 countries 20+ currencies



Why us?

- Access** - To the capital markets that matter
- Connection** - To the global network that matters
- Trust** - To the global network that matters
- Reassurance** - To the global network that matters
- Expertise** - To the global network that matters
- Commitment** - To the global network that matters

Cross-border payments

Crown Agents Bank is a leading provider of bank services for international businesses and individuals. We offer a range of services including foreign exchange, trade finance, and remittance services. Our experienced team is dedicated to providing you with the best possible service.

Foreign exchange

Region	Country	FX Rate
Asia Pacific	China	7.25
Asia Pacific	India	83.50
Asia Pacific	Japan	149.00
Asia Pacific	South Korea	1,325.00
Asia Pacific	Taiwan	34.50
Asia Pacific	Thailand	36.50
Asia Pacific	Vietnam	23.30
Europe	Germany	0.92
Europe	France	0.92
Europe	Italy	1.00
Europe	Spain	1.67
Europe	UK	0.79
Europe	US	1.08
Latin America	Brazil	5.00
Latin America	Colombia	3,800.00
Latin America	Costa Rica	5.00
Latin America	Cuba	24.00
Latin America	Dominican Republic	5.00
Latin America	Ecuador	1.00
Latin America	El Salvador	6.00
Latin America	Honduras	5.00
Latin America	Nicaragua	5.00
Latin America	Panama	5.00
Latin America	Paraguay	7.00
Latin America	Peru	3.76
Latin America	Uruguay	35.00
Latin America	Venezuela	20.00

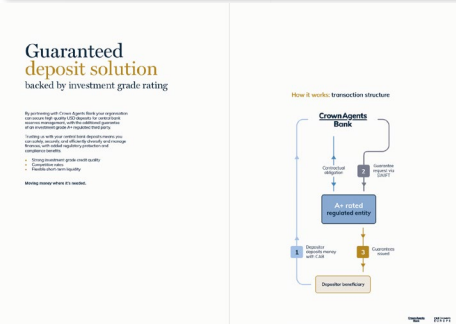


Trade finance

Crown Agents Bank is a leading provider of bank services for international businesses and individuals. We offer a range of services including foreign exchange, trade finance, and remittance services. Our experienced team is dedicated to providing you with the best possible service.

Interest on safeguarding accounts

Account Type	Interest Rate
Standard	0.05%
Enhanced	0.10%
Elite	0.15%



Other ways we can help

Product	Solution	Benefits
Money Market Deposits	Highly competitive rates	Highly competitive rates
Derivatives	Highly competitive rates	Highly competitive rates

The service you can expect...

David Bee, chief commercial officer

Charles Mangin, global head of trading

Chloe Gates, global head of payments and solutions

Darren Gulliford, global head of network management

Duarte Pedreira, global head of trade and working capital finance

Kristy Garrett, global head of sales

Kostas Konstantis, CEO CAB Payments Europe

We can move money

£37.2bn

£13.5bn

£4.72bn

Global reach

Growth

Case studies and awards

Financial inclusion

1.4bn

0.9bn

2.9bn

Case study Mozambique

10% of the population lives in poverty

380,000 Mozambicans received sufficient grain

Case study Malawi

19 transactions

\$36mi facilitated

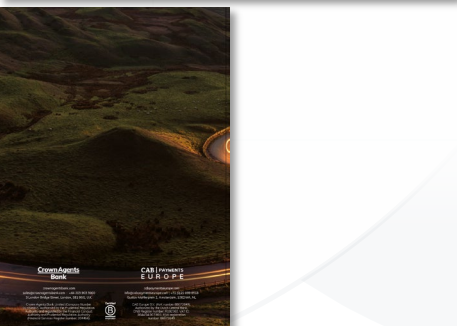
essential infrastructure

What our clients say...

Crown Agents Bank

CAB | PAYMENTS EUROPE

Moving money where it's needed

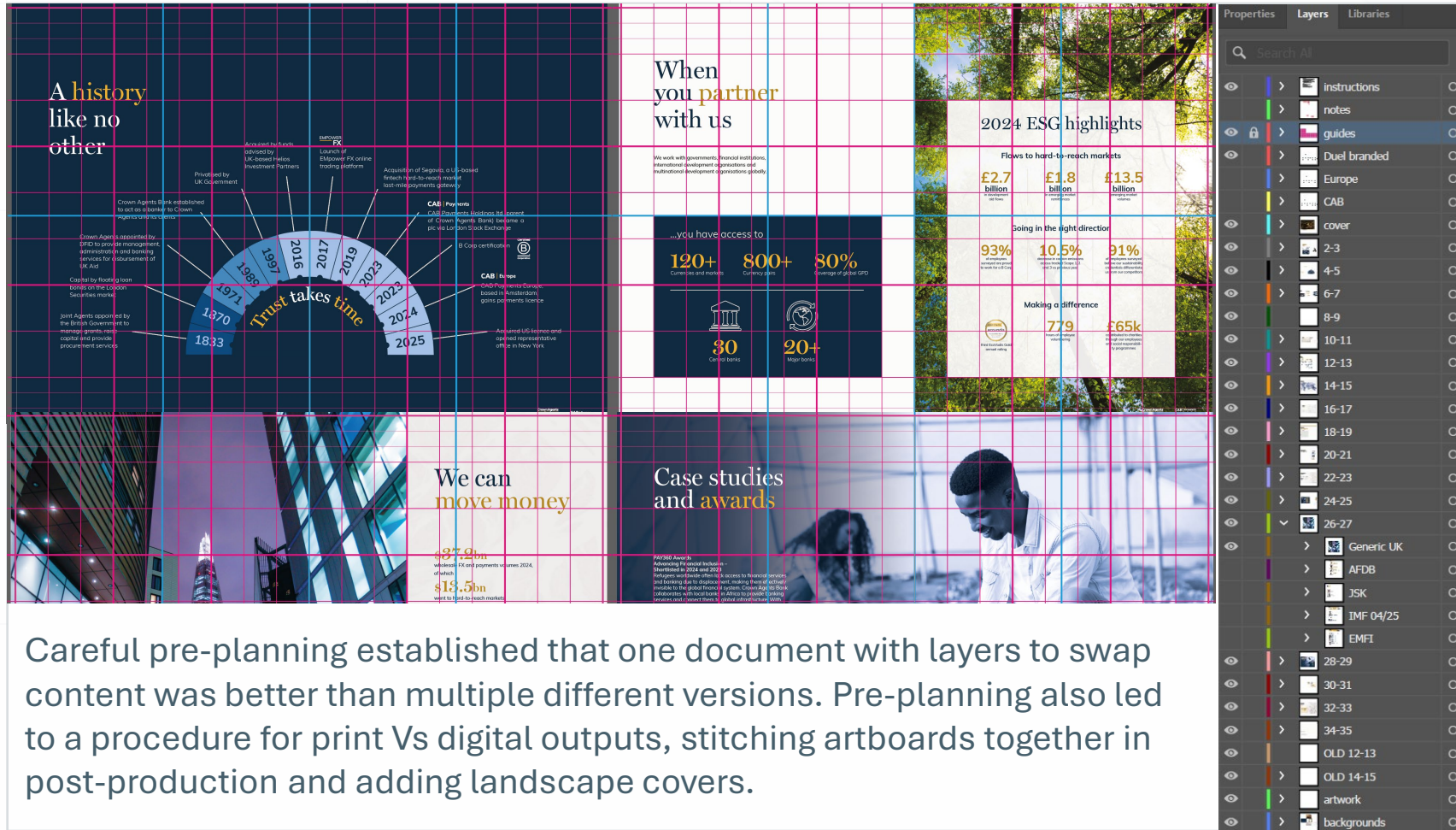


Case study Mozambique

10% of the population lives in poverty

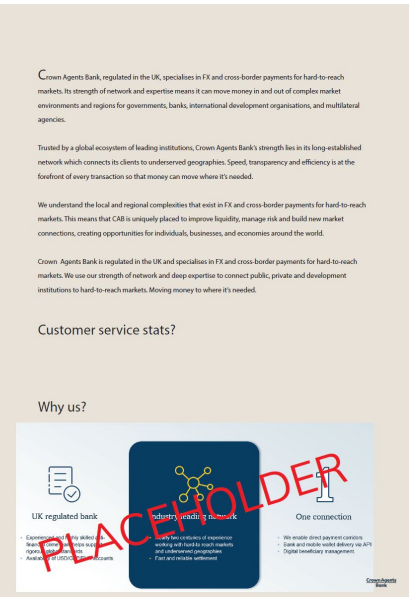
380,000 Mozambicans received sufficient grain

Brochure Execution

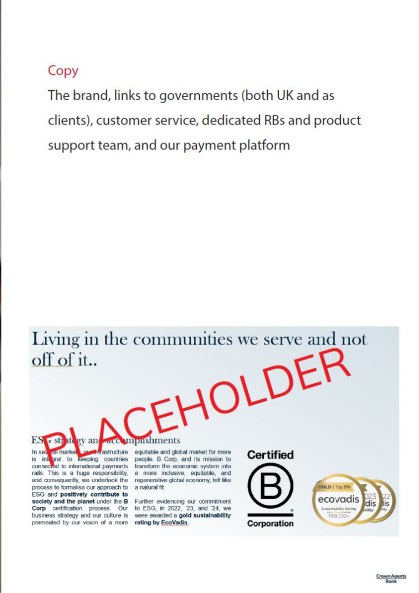
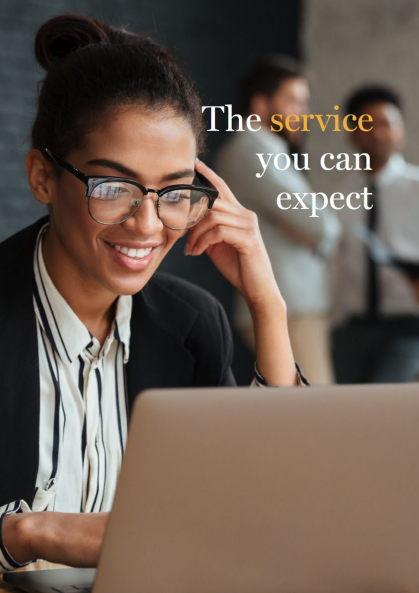


Careful pre-planning established that one document with layers to swap content was better than multiple different versions. Pre-planning also led to a procedure for print Vs digital outputs, stitching artboards together in post-production and adding landscape covers.

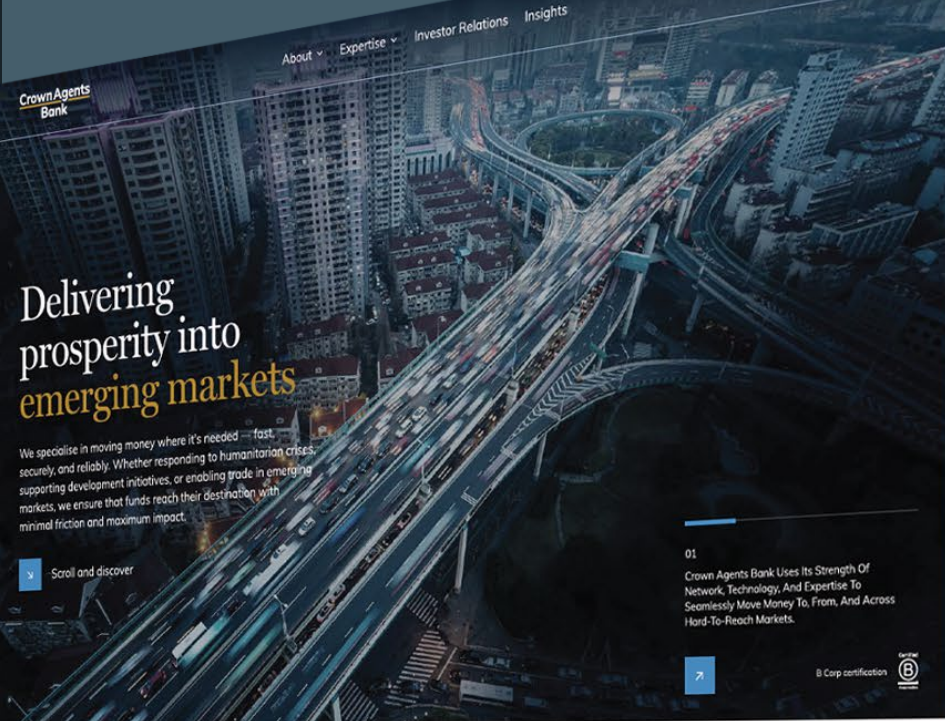
Brochure Evolution



	Solution	Benefits
Foreign Exchange	Access extensive liquidity and competitive real-time pricing across hard-to-reach markets and G10 market currencies	We are in 120 markets and offer 700 currency pairs available for 24/5 trading
Cross-border Payments	Unlock more currencies and markets through a single API-enabled connection	Highly competitive rates that save you money. Multiple send and settlement options via SWIFT or API. Ideal for clients without accounts
Interest rate	Our interest on safeguarding	Simpler audits, compliance and



Project management Website



SOLUTIONS

Our expertise

Our deep market expertise, trusted global network and application of robust regulatory oversight, means we navigate complexity so our clients don't have to. Every transaction is a promise kept.

VIEW FX

FX

Access extensive liquidity and competitive real-time pricing across hard-to-reach, and G10 market currencies. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique.

VIEW ENHANCED PAYMENTS

Enhanced Payments

Access to a global payments network including correspondents in more than 100 markets, all from a single UK regulated bank account. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros.

VIEW CORPORATE BANKING

Corporate Banking

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla.

DEEP MARKET ACCESS & WORLD-CLASS TECHNOLOGY

Trusted by organisations all over the world

The delays and inefficiencies that exist in financial ecosystems today, can be costly for your organisation, the end beneficiary or your customer. Partnering with us for access to our optimised global network means that you can overcome barriers like limited payment options, high transaction costs, and fraud risks for your business.

About Crown Agents Bank

190+

COUNTRIES WE HAVE ACCESS TO WITH MORE THAN 8.5 BILLION END POINTS.

390

LOCAL AND REGIONAL BANK ACCOUNTS, FX PARTNERS AND LIQUIDITY PROVIDERS.

SECTORS

Markets we specialise in

Central Banks & Governments

Crown Agents Bank has worked alongside central banks and government bodies for decades. Our role is to support stability by making currency transactions and international payments efficient and easy.

Commercial Banks

We give commercial banks a way to extend their international reach. By connecting them to currencies and markets that are otherwise difficult to access.

Non-Bank Financial Institutions

For remittance companies, payment providers, and other financial institutions.

PURPOSE-BUILT PAYMENTS NETWORK

Disburse funds via local settlement

DEEP MARKET ACCESS

**Website
Redesign**

Unified multiple brands under a cohesive digital presence, enhancing user experience and brand clarity.

The project

A new website to bring several entities under one ‘branded house’, tying in an interim logo alignment while managing a full rebrand. Navigating ambiguity from executive and board level by integrating their requests into a viable sitemap and wireframes.

Deliverables

After discussions with stakeholders and strategic planning, I created a comprehensive brief, engaged a web development agency, aided their discovery phase, fed back on the Figma site map, design ethos, wireframes and splash page in the initial phase. Simultaneously managing the content creation to align with wireframes. I undertook competitor analysis to gain insight into an optimum solution for this project. Aligned all brands in the ‘house of brands’ to become a ‘branded house’. The redesign was well received and was immediately rolled out.

Role

Project management, briefing, art direction, stakeholder management; led the marketing team, the development agency, the creative agency and the copywriter. Investigated and coordinated hosting.

Website Use

CrownAgents Bank

AboutExpertiseInvestor RelationsInsightsContact

Hi, Dan

Full service transactional banking for hard to reach markets

We specialise in moving money where it's needed – fast, securely, and reliably. Whether responding to humanitarian crises, supporting development initiatives, or enabling trade in emerging markets, we ensure that funds reach their destination with minimal friction and maximum impact.

Crown Agents Bank uses its strength of network, technology, and expertise to seamlessly move money to, from, and across hard-to-reach markets.

B Corp certification

DEEP MARKET ACCESS & WORLD-CLASS TECHNOLOGY

Trusted by organisations all over the world

The delays and inefficiencies that exist in financial ecosystems today can be costly for your organisation, the end beneficiary or your customer. Partnering with us for access to our optimised global network means that you can overcome barriers like limited payment options, high transaction costs, and fraud risks for your business.

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CrownAgents Bank

AboutExpertiseInvestor RelationsInsightsContact

OFFICES

CAB | Europe

CAB Europe was established in 2024 to enable effective client relations within Europe. The dedicated local team work closely with HQ to deliver solutions and build relationships.

CAB | Global Markets

CAB Global Markets was established in 2025 as part of our continued efforts to bring local expertise into our global network, increasing our ability to offer timely execution alongside our focus on customer care.

CAB | Americas

CAB Americas was established in 2025 to better serve the Americas from offices in New York, with a focus on fostering relationships with LatAm clients and central banks.

CAB PAYMENTS

Investment

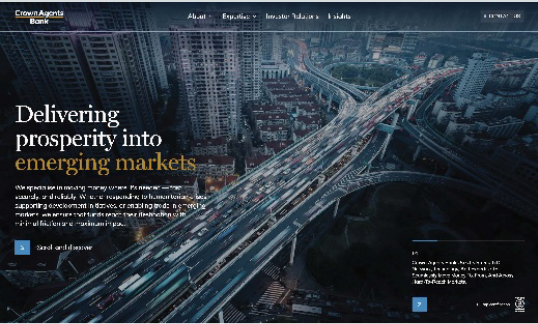
CAB | Payments

SHAPING FINANCE AS A FORCE FOR GOOD

Sustainability

We believe that inclusive finance should be more than moving money across borders – it should create a lasting impact. With

Website Use



190+

Trusted by organisations all over the world

190+ countries and territories, not least in emerging markets, rely on the ability to provide capital, the ability to offer a network of financing, and the expertise to manage and invest capital. Crown Agents Bank is the only bank in the world that provides a full range of services, including capital, credit, and finance, to its clients.

390

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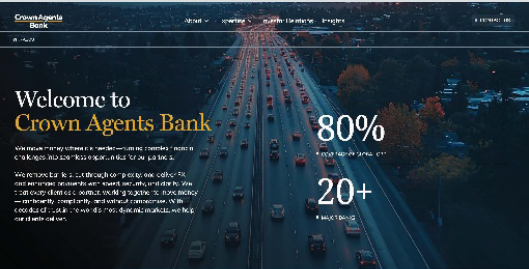
Our expertise

Crown Agents Bank provides a full range of services, including capital, credit, and finance, to its clients. We are the only bank in the world that provides a full range of services, including capital, credit, and finance, to its clients.

FX

Enhanced Payments

Corporate Banking



We move money

1833

1870

1971

1989

How we've grown, adapted and transformed over the years

1833

1870

1971

1989

What our customers say about us

Our customers say that Crown Agents Bank is the best bank in the world for emerging market financial institutions. We are the only bank in the world that provides a full range of services, including capital, credit, and finance, to its clients.

Central Banking

FX

Enhanced Payments

Corporate Banking

Market Coverage

190+

390

Access 120+ currencies across 800+ currency pairs

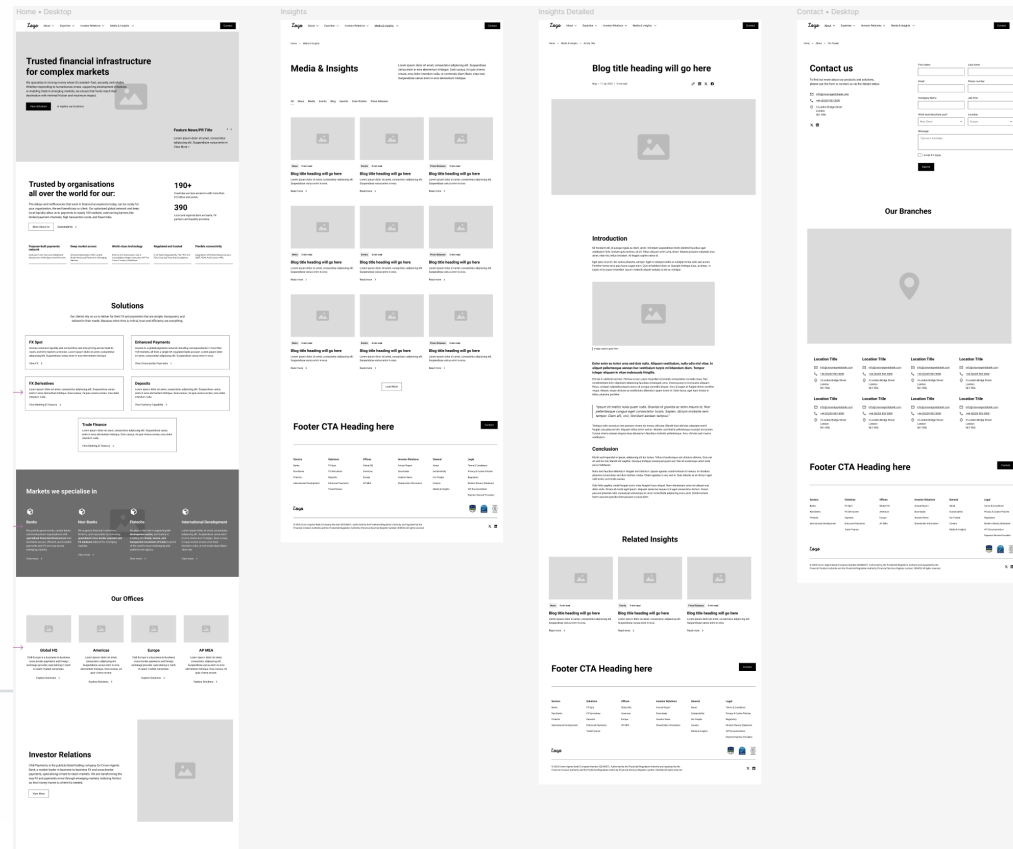
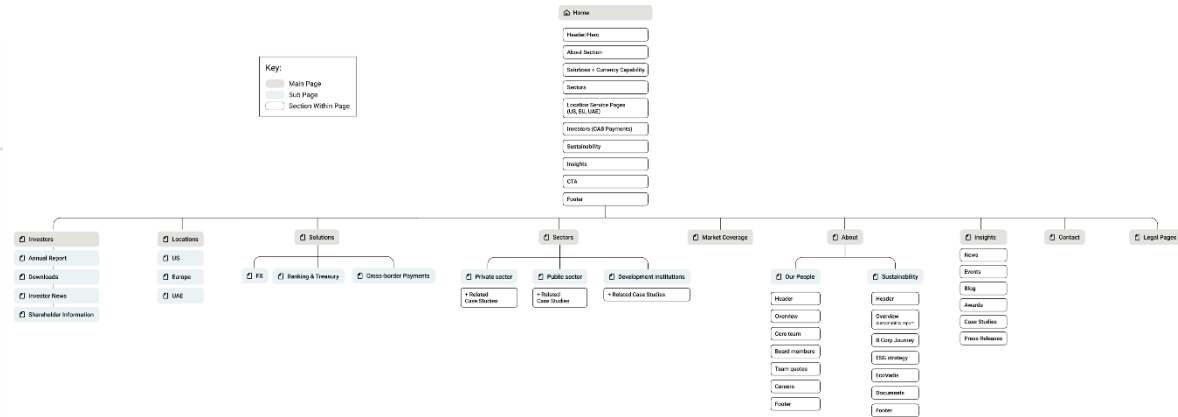
190+

390

AFRICA	+	190+
Americas/Caribbean		190+
Asia Pacific	+	190+
Europe	—	190+
Middle East	+	190+

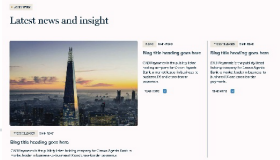
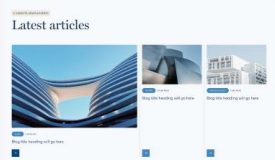
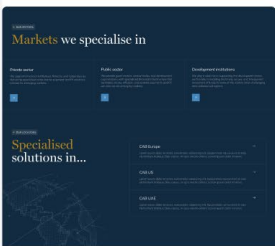
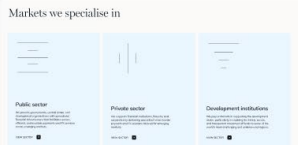
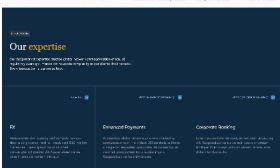
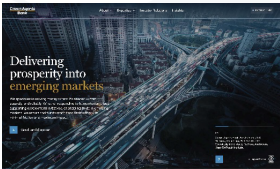
Website Execution

Figma



Website Evolution

Figma



My input transformed the outcome by considering the options and thinking holistically, producing a website with cadence and consistent visual language.

Art direction
Rebrand

Crown Agents
Bank

CAB | Payments

CAB | Europe

CAB | Global Markets

CAB | Americas

Crown Agents
Bank

CAB | Payments

CAB | Europe

CAB | Global Markets

Rebrand
Outline

Rebrand

Managed phased rollout of a new brand system, ensuring consistency across all touchpoints.

The project

Satisfy executive desire for immediate rollout of updated suite of brands, plus manage a more extensive project to bring the brands in line with company objectives and make it more representative of the organisation’s modern capabilities and plans, a ‘branded house’.

Deliverables

Phase one rebrand, which involved amending current logo and rolling out a branded house across sub-entities. This led to a brand system inspired by the creative process of phase one, confident that at least part would still be applicable after phase two (a more extensive rebrand). Both phases would have to roll-out to templates, sales materials, automated services, portals and resources.

Role

Project management, briefing, art direction, stakeholder management.

Rebrand
Use

**Crown Agents
Bank**

CAB | Payments

CAB | Europe

CAB | Global Markets

CAB | Americas

EMPOWER
FX

moving money
where it's needed

**Crown Agents
Bank**

CAB | Payments

CAB | Europe

CAB | Global Markets

CAB | Americas

EMPOWER
FX

moving money
where it's needed

**Crown Agents
Bank**



**Crown Agents
Bank**



Took the opportunity of the slight logo update to make the font bespoke rather than out-of-the-box. I made the 'g' conform to a circle, along with the gap in the line, and I also made the spacing more precise.

2019

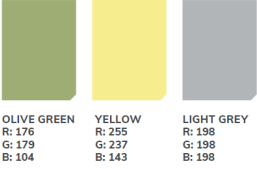
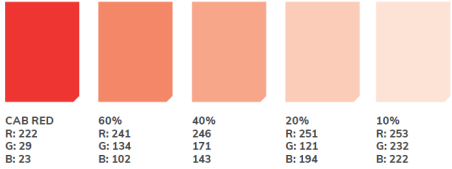
Crown Agents
Bank

Crown Agents
Bank

MAIN COLOURS

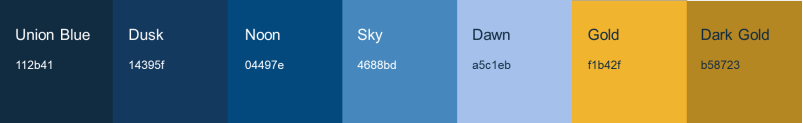


SECONDARY COLOURS



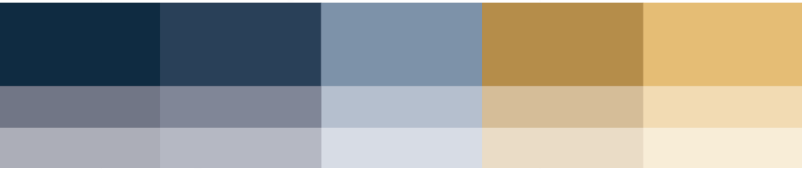
2022

Crown Agents
Bank



2025/26

Crown Agents
Bank



Design system
LinkedIn

Crown Agents Bank

CAB | Europe

Sibos
Frankfurt 29/9 >2/10

we'll be there
stand D016



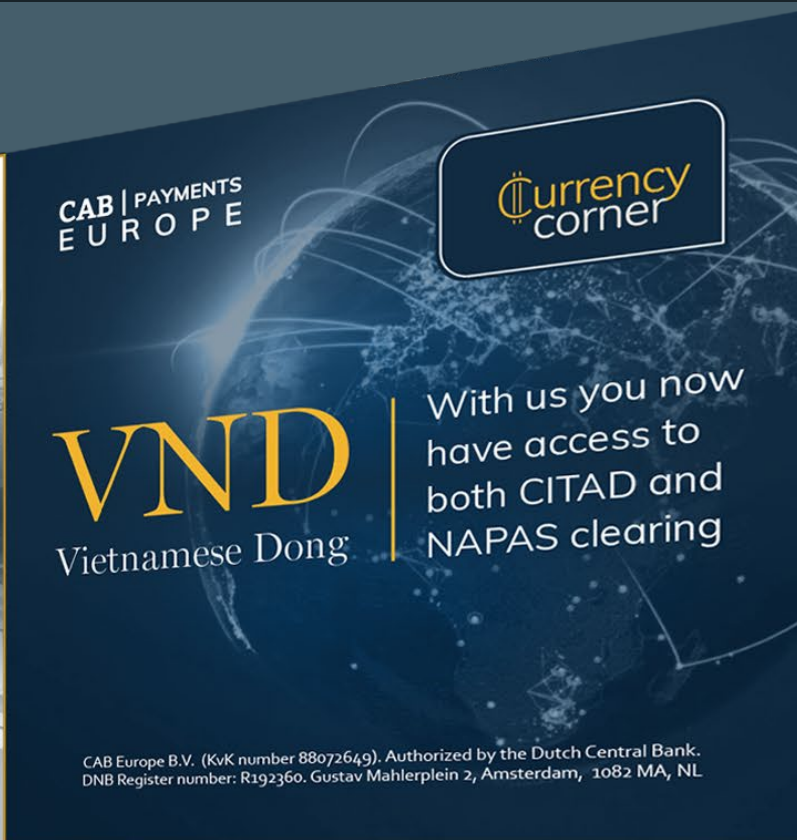
CAB | PAYMENTS EUROPE

Currency corner

VND
Vietnamese Dong

With us you now have access to both CITAD and NAPAS clearing

CAB Europe B.V. (KvK number 88072649). Authorized by the Dutch Central Bank. DNB Register number: R192360. Gustav Mahlerplein 2, Amsterdam, 1082 MA, NL



CAB | PAYMENTS EUROPE

LUNAR NEW YEAR 2025
wishing you happiness and prosperity

Moving money where it's needed



Crown Agents Bank

Shortlisted

GTR Leaders in Trade

Best Bank for ESG



Crown Agents Bank

Platinum sponsor
Caribbean Association of Banks 22-26 October

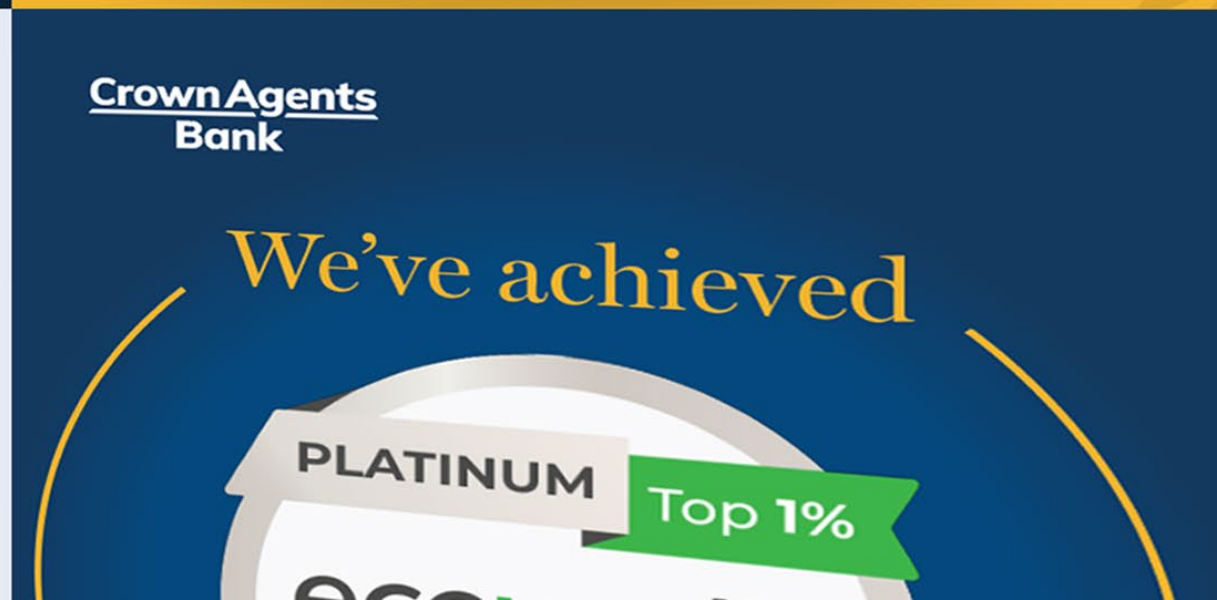
Let's meet



Crown Agents Bank

We've achieved

PLATINUM Top 1%



LinkedIn Outline

Design System

Streamlined
asset production
for social media,
driving consistency
and efficiency.

The project

Part of my endeavour to streamline and align production, create consistent classes of design themes, and allow cross-pollination of more successful elements or evolutions.

I recognised that new assets were being created on an ad-hoc basis with only either the immediate last design or previous similar subject as a basis. All with separate files saved in various places.

Deliverables

By creating one file for all similar assets, such as LinkedIn graphics, I not only made locating the designs far easier but allowed a much more natural consistency, evolution, and use of old / successful / new art directions.

Role

Evaluation of work process, art direction, creation, standards.

LinkedIn
Use



**Crown Agents
Bank**

Claire Gates

Global Head of Payments
and Solutions



Digital Wallets



**Crown Agents
Bank**

C.47%
GDP 2022-24

At a time of unprecedented
economic transformation,
Guyana's economy
reached the highest
GDP growth rate
in the world.

find out
more

LinkedIn
Execution

01 - Artboard 84

CAB | Payments

Responsible Business Report 2025

find out more

The Responsible Business Report brings to life a business built on foreign exchange, cross-border payments, trade finance, and banking services - designed to unlock opportunity.

02 - Artboard 85

CAB | Payments

Responsible Business Report 2025

Through these capabilities, we connect institutions and their customers to markets long underserved by traditional financial infrastructure, enabling growth where it matters the most.

03 - Artboard 86

CAB | Payments

Responsible Business Report 2025

Our flows to underserved markets demonstrate the power of this connectivity.

£2.5 billion in payments

£8.3 billion in cross-border trade finance

£13.6 billion in trade finance

£623 million in trade finance

04 - Artboard 87

CAB | Payments

Responsible Business Report 2025

As we continue to make a difference from the inside out.

2.3 reported employee volunteering hours per person

£114.1k in community value generated

Participants of UN Global Compact

05 - Artboard 88

CAB | Payments

Responsible Business Report 2025

94% of employees completed anti-bribery training in FY 2024

45% of employees completed anti-money laundering training in FY 2024

14.3% of employees completed anti-fraud training in FY 2024

06 - Artboard 89

CAB | Payments

Responsible Business Report 2025

Download the full report today

07 - Artboard 91

CAB | Payments

CAB Payments Holdings plc

Annual Report and Accounts 2025

12 - Artboard 96

Crown Agents Bank

Claire Gates

Global Head of Payments and Solutions

THE C-SUITE PODCAST

Digital Wallets

15 - Artboard 99

Crown Agents Bank

THE C-SUITE PODCAST

Digital Wallets

Claire Gates

Global Head of Payments and Solutions

13 - Artboard 97

Crown Agents Bank

"Crown Agents Bank works closely with clients to navigate peak repayment periods, enabling access to local currencies, liquidity and infrastructure. By settling payments in local currencies, central banks can ease pressure on reserves and redirect hard currency toward local development and social impact initiatives rather than costly foreign debt servicing."

20 - Artboard 107

Crown Agents Bank

Georgetown, Guyana

find out more

Crown Agents Bank has been connecting Guyana to global financial markets for 30 years...

21 - Artboard 108

Crown Agents Bank

...supporting the country with FX and cross-border payment solutions during periods of constrained access to international financial markets.

find out more

22 - Artboard 109

Crown Agents Bank

To reflect its long-standing support of the region, we have been invited to establish a permanent presence in Guyana.

find out more

23 - Artboard 110

Crown Agents Bank

C.47% GDP 2022-24

At a time of unprecedented economic transformation, Guyana's economy reached the highest GDP growth rate in the world.

find out more

24 - Artboard 111

Crown Agents Bank

Establishing a permanent presence in Guyana reflects our continued commitment to its growth story and to delivering prosperity in the markets it serves.

08 - Artboard 92

CAB | Payments

CAB Payments Holdings plc

Annual Report and Accounts 2025

09 - Artboard 93

CAB | Payments

10 - Artboard 94

CAB | Payments

Responsible Business Report 2025

The Responsible Business Report brings to life a business built on foreign exchange, cross-border payments, trade finance, and banking services - designed to unlock opportunity.

11 - Artboard 95

CAB | Payments

Agency 2022

Me 2026



London
Event
24 November

Managing FX and
cross-border
payments risk in
international
development



**Crown Agents
Bank**

Moving money where it's needed



CAB | Payments

Responsible
Business Report
2025

find out
more

The Responsible Business Report brings to life a business built on foreign exchange, cross-border payments, trade finance, and banking services - designed to **unlock opportunity**.

Pivoted from the agency-produced fintech approach and developed a new visual identity.



Dan Clark

Portfolio 26

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