

LIAM RICHARDS
COMMERCIAL PORTFOLIO

Liam Richards

Design
Direction
Consultation

Education

BA Hons Graphic Design
Camberwell College of Arts
University of the Arts London

**Foundation Diploma
Art and Design**
Bradford College

Skills

Ideation and conceptualisation, Creative problem solving, Critical thinking, Project management, Collaboration, and the ability to understand and interpret clients needs

Adobe Illustrator, InDesign, Photoshop, After Effects, Lightroom
Blender (3D), Figma & Adobe XD (Web UI/UX), Ableton Live (Audio),
Microsoft Word, Excel, Powerpoint

Employment

Tema ETFs	(2025 - 2025)	Troyboi	(2019)
GlobalXETFs	(2022 - 2025)	Africa10	(2019)
ElectronRx	(2021 - 2022)	Ego&East	(2019)
State Of Joy	(2020 - 2021)	Tokyo Pizza	(2019)
Diego Maradona	(2020)	Swiss Embassy	(2015)

Achievements

With ten years of experience across diverse sectors of design, ranging from Fashion, Tech/AI, Healthcare and most recently Finance.

I led an OOH campaign that took over St Paul's Underground Station. And developed the visual identity for a series of financial explainer videos inspired by Netflix's tone and pacing (GlobalXETFs)

Designed every aspect of a luxury fashion brand, and had the pleasure of having my designs produced by the same factories who work with Balenciaga and Burberry (State Of Joy)

I transformed an undervalued place-holder website into an online library of white papers (ElectronRx). As well as having the privilege of working with recognisable and respected clients such as Diego Maradona, The Swiss Embassy, and Troyboi at the prestigious Red Rocks Amphitheater (Coolulu)

At State of Joy, I helped shape the brand's narrative across multiple touchpoints from visual identity to marketing strategy. This experience sharpened my creative direction skills and inspired me to pursue roles that bridge design, storytelling, and strategic thinking.

Contact

byliamrichards@gmail.com
www.byliamrichards.com

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Services

I offer a range of services including but not limited to... **Brand Identity, Logo Design, Web Design (UI & UX), Editorial & Layout Design** (Digital and Print Publications, Articles, Sales Materials, Factsheets etc) **Digital Marketing, Design for Socials** (Instagram, Youtube, LinkedIn, etc), **OOH Campaigns, Video Editing, Motion Graphics/Animation (2D & 3D), Digital Artworking, Illustration, Typography Design, Photography, Photo Editing & Re-touching, Techpacking** (Product Design & Fashion),

GLOBALXETFs

August 2022 - March 2025

I worked at Global X as part of the marketing team based out of the London office. Initially supporting three other members of the design team in New York. However, over time our branches became more independent and my responsibilities expanded to the senior designer for the EU region.

My day-to-day work usually consisted of updating factsheets, decks and other research and sales materials. As well as creating banner ads and other promotional materials for web and print.

During my time at Global X I was asked to create a visual treatment for a series of Netflix quality videos which would explain key elements of the financial industry. I also became renowned as the go-to-guy for events invites, with the U.S. team often specifically asking for me.

In my final year at Global X and with the arrival of a new head of marketing, I worked closely with them to spearhead a series of out of home campaigns spread throughout Europe in airports, luxury outdoor cinemas, vinyl wraps on public transport, with placements on Wired.com and finally culminating by taking over St Pauls underground station, a campaign comprised of 84 posters and situated in the heart of the financial district.

Global X allowed me to mature as a designer by being a part of a small team led by a great art director. Many designers dream of getting to work on OOH projects, and living in London having my work shown in such a prominent tube station and public space really feels like I've achieved something in a city already full of so much accomplishment.



St Pauls Underground Station.



Geneva airport.



London Stock Exchange.

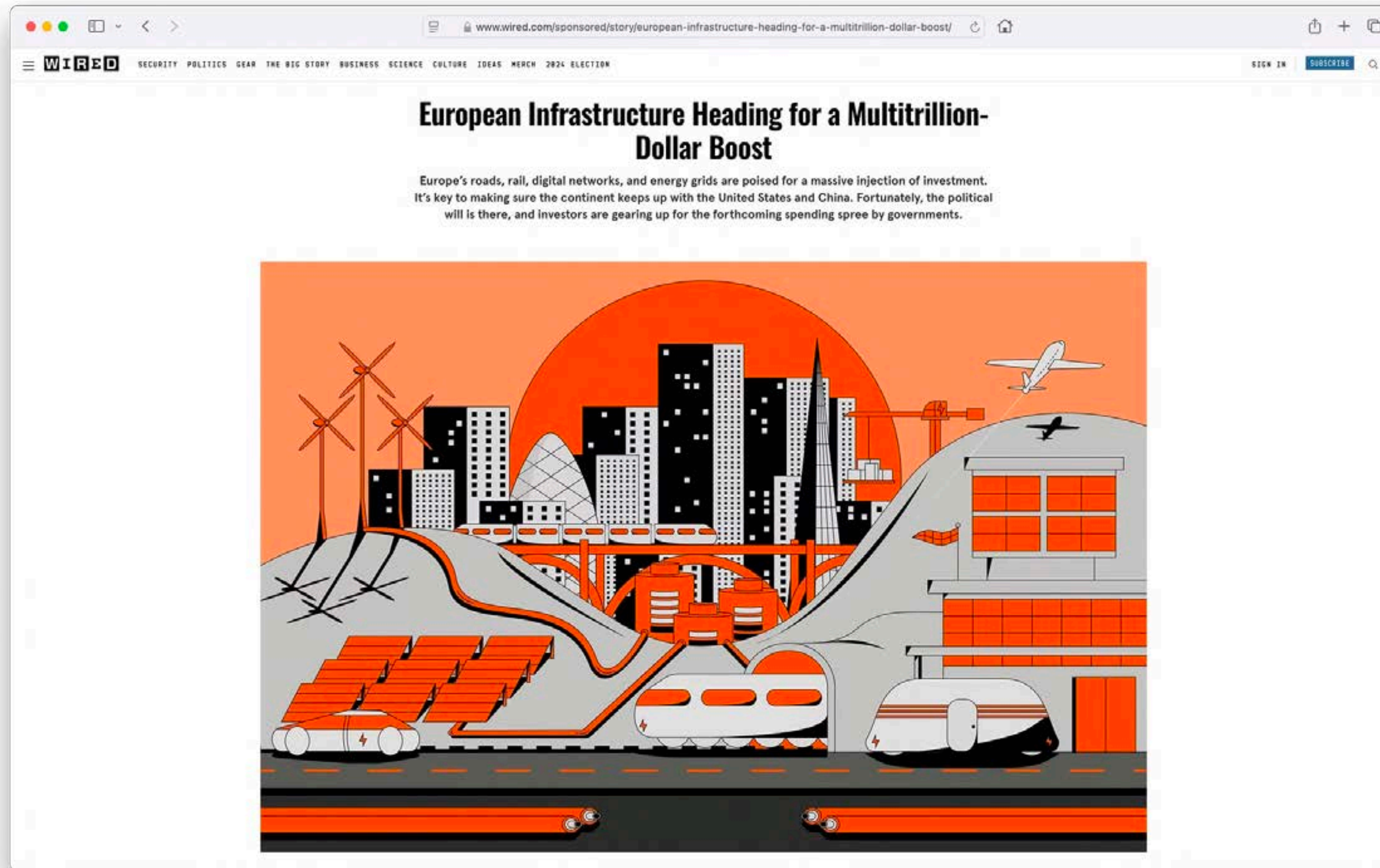


Illustration / Motion graphics featured on Wired.com

Global X European Infrastructure Development UCITS ETF (BRIJ)

KEY FEATURES *All information below correct as of 30 September 2025*



Compelling Need

Europe faces a significant infrastructure investment gap estimated to reach \$2 trillion by 2040, creating a compelling need for focused investment. This gap is believed to highlight the demand for modernising and expanding infrastructure spend across the continent. (Source: Infrastructure Outlook, Global Infrastructure Outlook).



Committed Spend

European governments are proactively addressing the infrastructure investment gap by committing over €1.38 trillion to funding programs like NextGenerationEU, the Cohesion Policy, and the Connecting Europe Facility. These initiatives focus on modernising traditional infrastructure, networks, clean energy, and digital infrastructure, potentially benefiting companies involved across the project lifecycle. (Source: European Union).



Differentiating Approach

As economies evolve, so do our infrastructure needs. The ETF seeks to capture this trend by investing in companies that provide exposure to European infrastructure development.

Capital at Risk. All financial investments involve an element of risk. Therefore, the value of your investment and the income from it will vary and your initial investment amount cannot be guaranteed.

EUR Accumulating Share Class
As of 30 Sep 2025

FUND DETAILS

Inception Date	03 September 2024
Underlying Index	Mirae Asset European Infrastructure Development Index
Number of Holdings	38
Assets Under Management	€165,477,386
Total Expense Ratio	0.47%
Ongoing Charges ¹	0.47%
Management Style	Physical Full Replication
Domicile	Ireland
Registered Countries	United Kingdom, Austria, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Spain, Sweden, Switzerland

TRADING DETAILS

Primary Ticker	BRIJ
Primary ISIN	IE000PSQJ481
Index Ticker	MAEUIDN

REGULATORY

UCITS Compliant	Yes
ISA Eligibility	Yes
SIPP Available	Yes
UK Reporting Status	Yes
PEA Eligibility	Yes

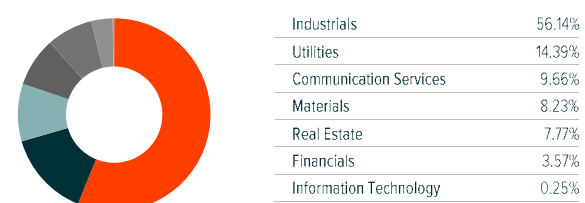
PERFORMANCE (%)

	YTD	1M	3M	12M	Since Inception
ETF	25.32%	2.79%	2.45%	21.60%	23.64%
Index	25.49%	2.83%	2.58%	21.80%	23.92%
Difference	-0.17%	-0.04%	-0.13%	-0.20%	-0.28%

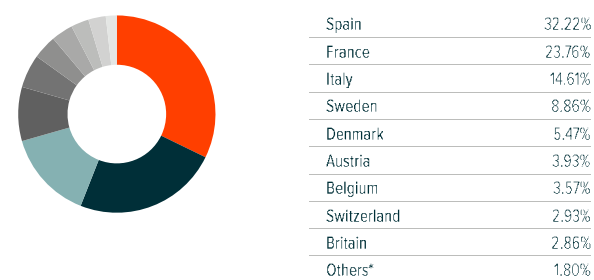
Performance is based on the fund's NAV and is shown on a total return basis (i.e., with gross income reinvested, where applicable). The fund's NAV may differ from its market price and, as a result, individual shareholders may realize returns that are different from the NAV performance. Cumulative return is the aggregate amount that an investment has gained or lost over time. Annualised return is the average return gained or lost by an investment each year over a given time period.

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted. High short term performance, when observed, is unusual and investors should not expect such performance to be repeated. The return of your investment may increase or decrease as a result of currency fluctuations if your investment is made in a currency other than that used in past performance calculations.

SECTOR BREAKDOWN (%)



COUNTRY BREAKDOWN (%)



Beyond Ordinary ETFs™

EUROPE@GLOBALXETF.COM

GLOBALXETF.EU
@GLOBALXETFSEU

BRIJ

Global X European Infrastructure Development UCITS ETF

As of 30 Sep 2025

EXPANDED TRADING INFORMATION

EUR Accumulating (ISIN: IE000PSQJ481)

EXCHANGE	TRADING CURRENCY	TICKER	LISTING DATE	SEDOL
London Stock Exchange	USD	BRIJ LN	05 Sep-24	BT04LN4
London Stock Exchange	GBP	BRIP LN	05 Sep-24	BT04LR8
Deutsche Börse Xetra	EUR	B41J GY	05 Sep-24	BT17Z74
SIX Swiss Exchange	CHF	BRIJ SW	05 Sep-24	BT17Z85
Borsa Italiana	EUR	BRIJ IM	12 Sep-24	BT17Z96

DEFINITIONS

Mirae Asset European Infrastructure Development Index The Mirae Asset European Infrastructure Development Index is designed to measure the performance of companies involved in construction and development of large-scale economic, social, and digital infrastructure projects across Europe. This includes companies involved in the engineering and construction of infrastructure projects including Data Center, and the production and sale of infrastructure raw materials, composites, and products. The companies that are involved in the sale and rental of heavy construction equipment and related products; the operation and maintenance of transport networks; and the production and sale of energy infrastructure products.

A Prospectus and Key Investor Information Document (KIID) for this scheme is available in English at globalxetfs.eu/funds/BRIJ

¹Ongoing Charges is a measure of the total costs associated with managing and operating an investment fund. These costs consist primarily of management fees and other expenses such as trustee, custody, transaction and registration fees, and other operating expenses. The total cost for the fund is divided by the fund's total assets and expressed as a percentage.

The Global X UCITS ETFs are regulated by the Central Bank of Ireland.

This is a marketing communication.

Please refer to the relevant prospectus, supplement, and the Key Information Document ("KID") of the relevant UCITS ETFs before making any final investment decisions. Investors should also refer to the section entitled "Risk Factors" in the relevant prospectus of the UCITS ETFs in advance of any investment decision for information on the risks associated with an investment in the UCITS ETFs, and for details on portfolio transparency. The relevant prospectus and KID for the UCITS ETFs are available in English at www.globalxetfs.eu/funds.

Investment in the UCITS ETFs concern the purchase of shares in the UCITS ETFs and not in a given underlying asset such as a building or shares of a company, as these are only the underlying assets that may be owned by the UCITS ETFs.

A UCITS ETF's shares purchased on the secondary market cannot usually be sold directly back to a UCITS ETF. Investors must buy and sell shares on a secondary market with the assistance of an intermediary (e.g. a stockbroker) and may incur fees for doing so. In addition, investors may pay more than the current net asset value when buying shares and may receive less than the current net asset value when selling them. Changes in exchange rates may have an adverse effect on the value price or income of the UCITS ETF.

Past performance of a UCITS ETF does not predict future returns. Future performance is subject to taxation which depends on the personal situation of each investor, and which may change in the future. Neither past performance nor the current situation are necessarily accurate guides to the future growth in value or rate of return of a UCITS ETF.

Investment may be subject to sudden and large falls in value, and, if it is the case, the investor could lose the total value of the initial investment. Income may fluctuate in accordance with market conditions and taxation arrangements. The difference at any one time between the sale and repurchase price of a share in the UCITS ETF means that the investment should be viewed as medium term to long term.

Any investment in a UCITS ETF may lead to a financial loss. The value of an investment can reduce as well as increase and, therefore, the return on the investment will be variable.

Global X ETFs ICAV is an open-ended Irish collective asset management vehicle issuing under the terms of its prospectus and relevant supplements as approved by the Central Bank of Ireland and is the issuer of certain of the ETFs where stated.

Global X ETFs ICAV II is an open-ended Irish collective asset management vehicle issuing under the terms of its prospectus and relevant supplements as approved by the Central Bank of Ireland and is the issuer of certain of the ETFs where stated.

Communications issued in the European Union relating to Global X UCITS ETFs are issued by Global X Management Company (Europe) Limited ("GXM Europe") acting in its capacity as management company of Global X ETFs ICAV. GXM Europe is authorised and regulated by the Central Bank of Ireland. GXM Europe is registered in Ireland with registration number 711633.

Communications issued in the United Kingdom and Switzerland relating to Global X UCITS ETFs are issued by Global X Management Company (UK) Limited ("GXM UK"), which is authorised and regulated by the Financial Conduct Authority. The registered office of GXM UK is 77 Coleman St, EC2R 5BJ, UK. Information about GXM UK can be found on the Financial Services Register (register number 965081).

Information for Investors in Switzerland

This is an advertising document. The state of the origin of the fund is Ireland. In Switzerland, the representative is 1741 Fund Solutions AG, Burggraben 16, CH-9000 St.Gallen. The paying agent is Tellico Bank Ltd, Bahnhofstrasse 4, 6430 Schwyz.

The prospectus, the key information documents, the articles of association as well as the annual and semi-annual reports may be obtained free of charge from the representative.

Past performance is no indication of current or future performance. The performance data do not take account of the commissions and costs incurred on the issue and redemption of units.

Beyond Ordinary ETFs™

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GLOBALXETF.EU
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Europe Is Projected to Face a \$2 Trillion Infrastructure Investment Gap by 2040, Equivalent to 0.35% of Total GDP.

European Commission: Energy efficiency targets, 2022

GLOBAL X
by Mirae Asset



Beyond Ordinary ETFs™

Celebrating

Global X Awarded Innovative ETF Of The Year

ETF Stream Awards 2023

GLOBAL X
by Mirae Asset



Beyond Ordinary ETFs™

Product Factsheets

Digital Banner Ads

STATE OF JOY

June 2020 - June 2021

State Of Joy is a luxury fashion brand which makes spacewear: clothing which explores and embodies the what it means to be human, and our proudest achievements.

I was scouted from one of my first design positions by the founder and went on to work side by side every day, discussing the direction, our inspirations and the current state of design and fashion.

My first task was to translate the concept and vision into brand DNA.

After proving myself initially I ended up being designing every aspect of the brand from research and moodboarding to product design and marketing. I worked on the logos, garment graphics, techpacks, trims, and accessories for the first collection, which would carry into the next and have the inclusion of outerwear and more formal pieces.

We traveled together to Portugal where I helped to pitch and secure our production partner (the same factory that produces for Balenciaga, Calvin Klein, Burberry etc)


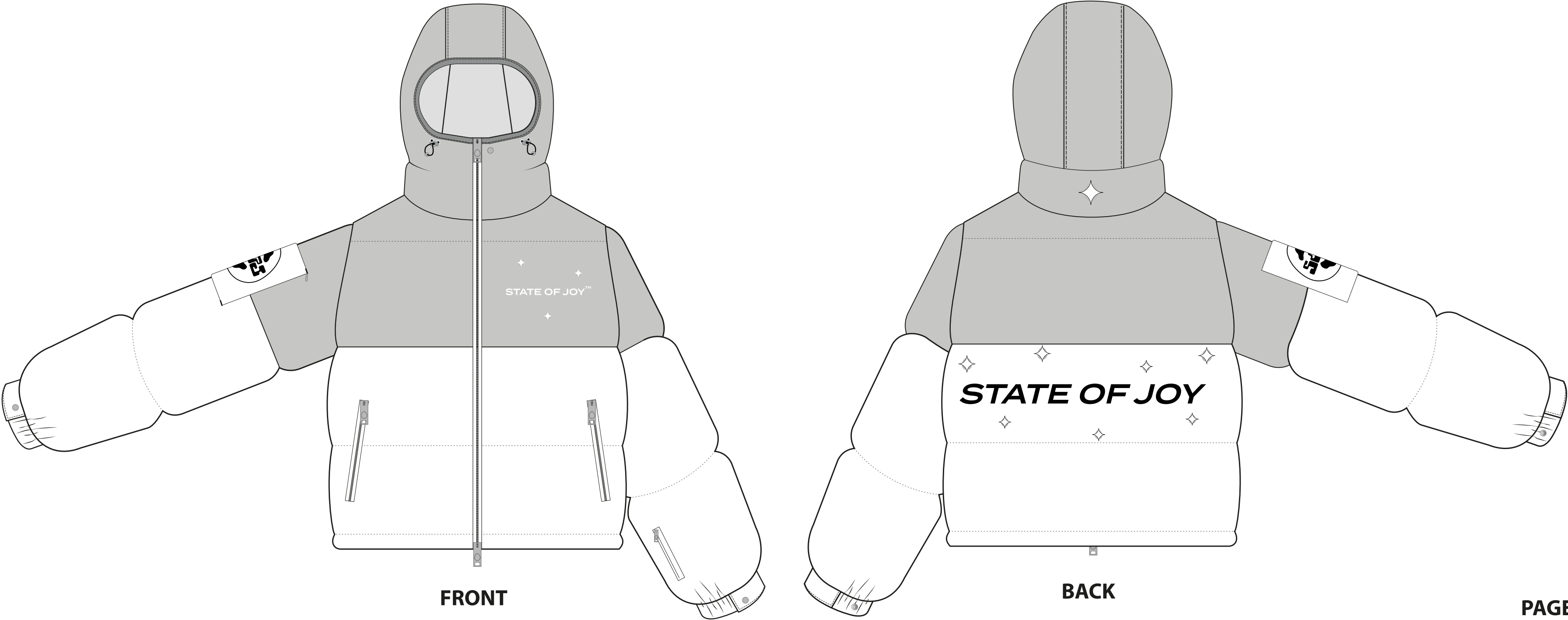
I assisted with product photography, the web design, a bespoke social media roll-out of 12 posts which all had unique 3D video and sound design but had to be carefully edited to form a larger tiled image.

I went on to design four collections during my time at State Of Joy which when combined with everything else I had created would form the roadmap for the brand's first year of launch.

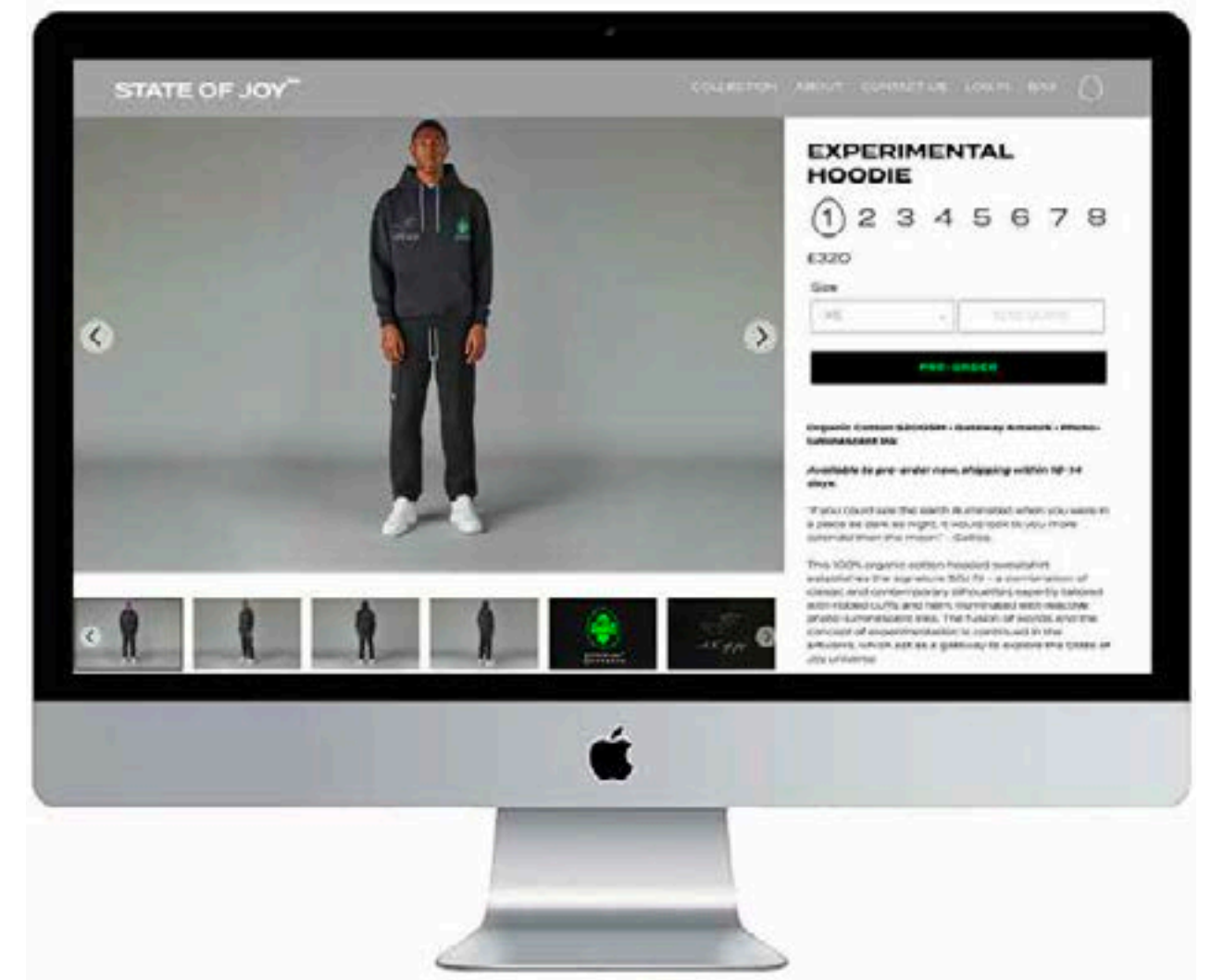
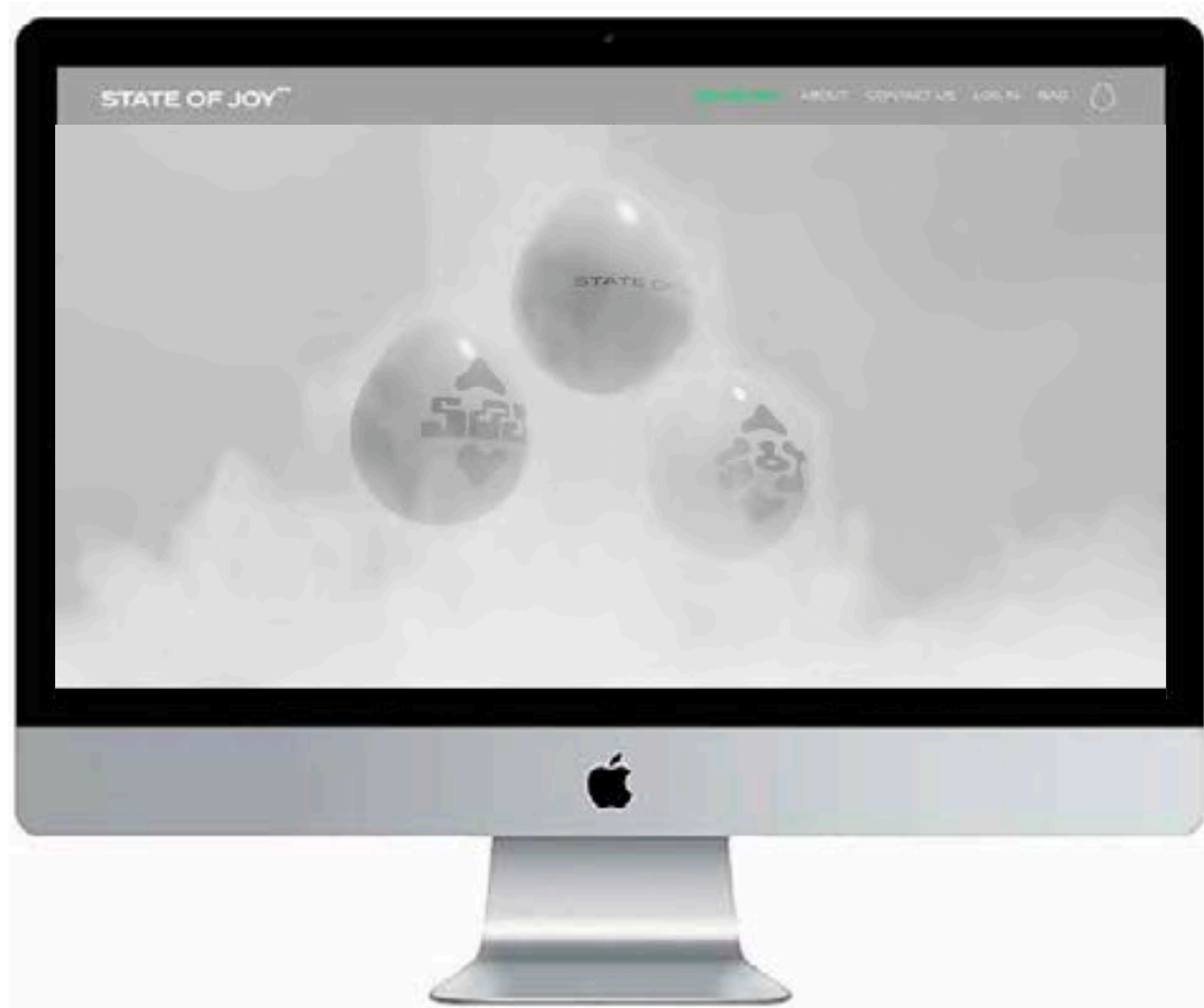
State Of Joy really showed me where my career could take me. It gave me exposure to work in the capacity of an Art Director and ignited a true passion for exploring narrative through brand identity and marketing.



E-Com Photography displaying the core garments and trim details from the first collection.

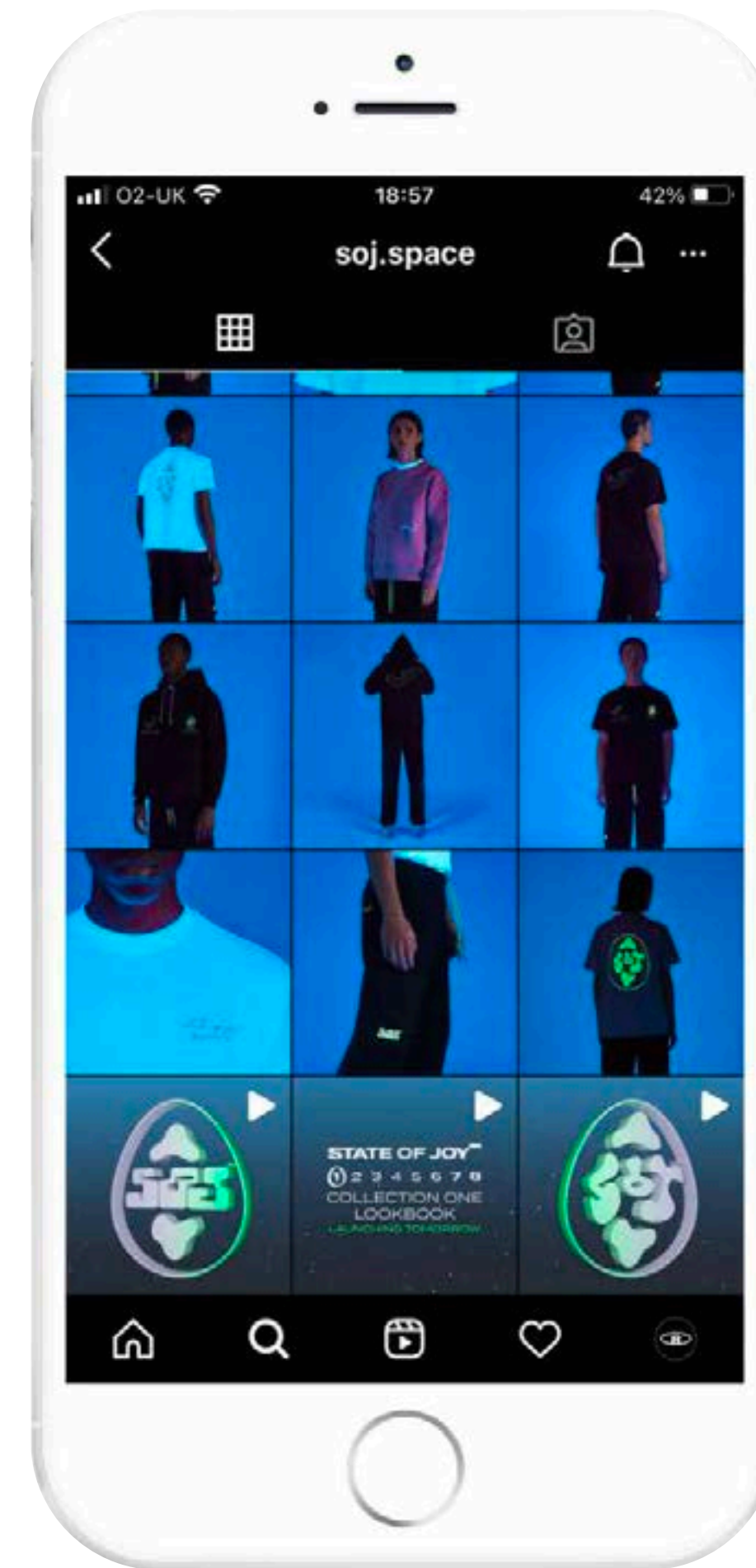
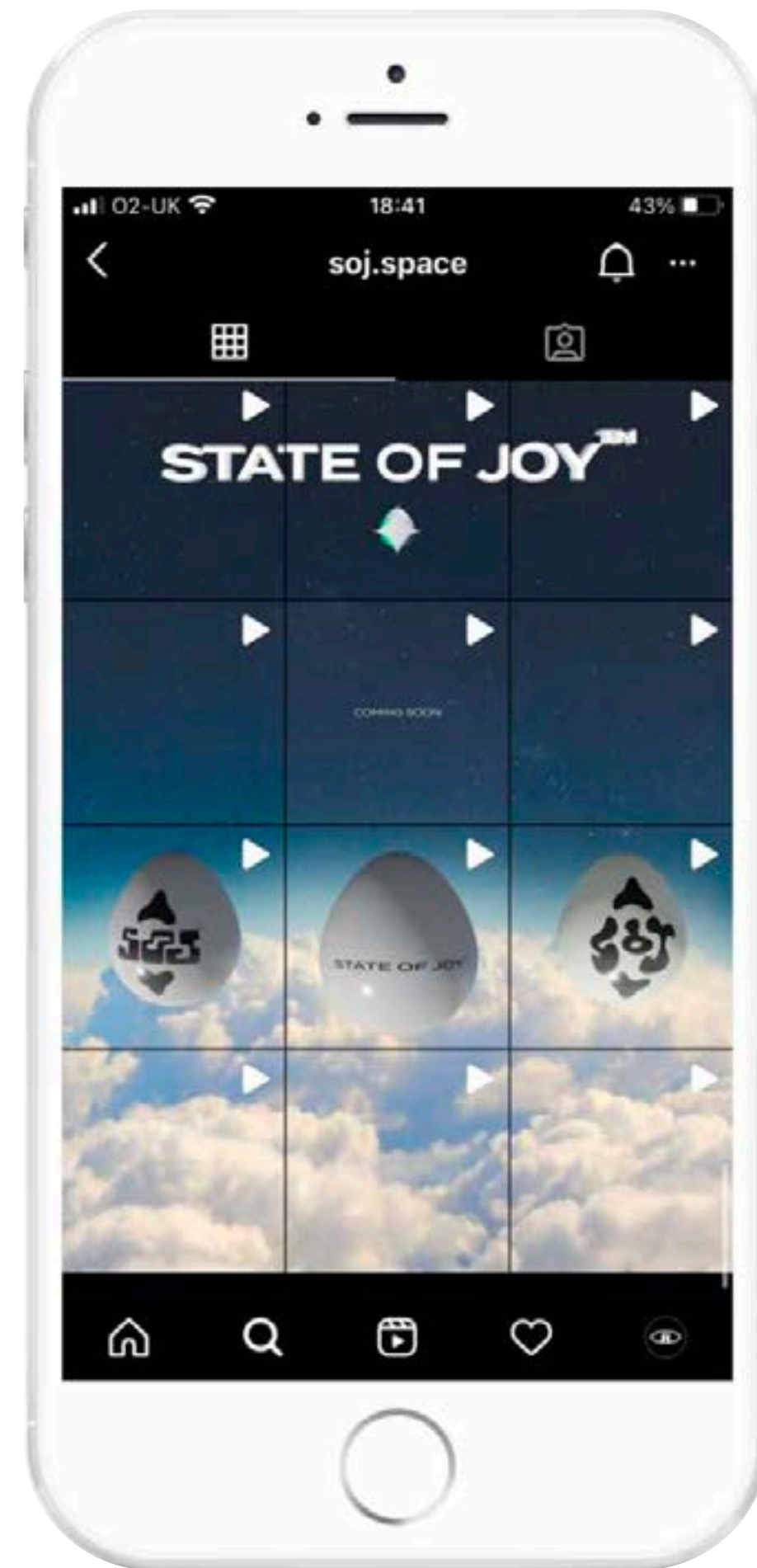
 3	DROP 1	STYLE NO. : SOJ20109	EXPERIMENTAL PUFFER COAT	SAMPLE SIZE: L
MAIN FABRIC: 100% HEAVYWEIGHT POLYESTER		LINING: 100% POLYESTER 100% POLYESTER WADDING 400GR		DATE: 29.08.20
 <div style="display: flex; justify-content: space-around; margin-top: 10px;"> FRONT BACK </div> <div style="text-align: right; margin-top: 20px;"> <p data-bbox="2745 1346 2845 1375">PAGE 1</p> <p data-bbox="2668 1393 2845 1427">STATE OF JOY™ <small>Official garment development research document.</small></p> </div>				

Example of a techpack designed for garment production.



Website intro motion graphics.

Website product page



Social Media content featuring curated motion graphics and sound design. UV photoshoot highlighting luminescent graphics.

TOKYO PIZZA

August 2019

Tokyo Pizza was an Italian / Japanese fusion restaurant based in Maida Vale, London. In preparation for their grand opening I was asked to assist with the visual identity and branding, to create a menu design as well as outdoor signage.

									
スナック Sunakku Snack				ピザ Pizza Pizza				酒 Sake	
Mochi Nin'niku Mochi garlic bread served with ponzu dip (Vg) 5.9		Marugerita Fior di latte mozzarella & the TP tomato sauce 10		Karifurawā Cauliflower, pickled seaweed & Yaki Niku BBQ sauce (Vg) 12		Lapping Brook, Daiginjo - crisp, fruity 5.5 11 Ancient Mountain, Futsushu - rustic, creamy 5.5 11 40 95 Konishi Silver, Ginjo - smooth, creamy 6 12 45 Umeshu Plum - sweet, balanced 7 14 55 Waning Moon, Junmai - rich, savoury 7 14 56.5 Moonlight, Junmai Nigorizake - rich, sweet 58 Morning Dew, Junmai - balanced, fruity 7.5 15 59 Purple Warrior, Junmai Yamahai - balanced 62 Silent Forest, Junmai Ginjo - balanced, fruity 65 Brook, Junmai Daiginjo - balanced, fruity 8.5 17 68 Gentle Breeze, Junmai Ginjo - balanced, fruity 69 Rare Brew, Junmai Daiginjo - crisp, dry, fruity 95 Hidden Glade, Daiginjo - luscious, crisp, aromatic 160		Red Izakaya, Merlot, Peninsula De Setubal, Portugal 6 23 WA, Pinot Noir, Mercurey, France 29 WA, Douro, Portugal 32 The Federalist, Red Blend, North Coast Carolina, US 48 Barolo, Nebbiolo, Piemonte, Italy 68	
Age Ika Crispy fried squid served with sansho pepper & spicy mayo 7.9		Nasu Fried aubergines, goats' cheese, walnuts & sweet miso sauce 14		Sarami Salami, kimchi & roasted chilli 14		Morninglight, Junmai Nigorizake - rich, sweet 58 Morning Dew, Junmai - balanced, fruity 7.5 15 59 Purple Warrior, Junmai Yamahai - balanced 62 Silent Forest, Junmai Ginjo - balanced, fruity 65 Brook, Junmai Daiginjo - balanced, fruity 8.5 17 68 Gentle Breeze, Junmai Ginjo - balanced, fruity 69 Rare Brew, Junmai Daiginjo - crisp, dry, fruity 95 Hidden Glade, Daiginjo - luscious, crisp, aromatic 160		White Kleine Zalze, Chenin blanc, Western Cape, SA 6 23 WA, Alvarinho, Vinho Do Minho, Portugal 35 WA, Reisling, Zellertal, Germany 38 Sancerre, Loire Valley, France 48 Givry Blanc, Chardonnay, Burgandy, France 68	
Yasai Harumaki Avocado & asparagus spring roll served with green chilli sauce (Vg) 5.9		Sarami Salami, kimchi & roasted chilli 14		Chizu Three cheese pizza with rocket & green chilli 14		Rosé Mirabeau, Grenache, Provence, France 35			
Wagyu Harumaki Wagyu beef spring roll served with wasabi mayo 8.6		Kinoko Shiitake, enoki & oyster mushrooms with mozzarella & sweet soy truffle glaze 14		TP Fresh Burrata, asparagus, cherry tomato, red onions & basil with an onion sesame soy 15		Prosecco Bolla, Italy 125ml 5.5 32			
サラダ Sarada Salad		The Wagyu Our signature Wagyu beef short rib 21		ディップ Dippu Tokyo Dips		Whisky Toki, Japan 90ml 10 Chita, Japan 13 Kirin Fuji-Sanroku, Japan 15 Suntory Hakushu Distillers Reserve, Japan 15 Suntory Yamazaki, Japan 15.5 Suntory Hibiki, Japan 17 Suntory Yamazaki 12 yo, Japan 23		Beer Asahi Super Dry 330ml 5 Kirin Ichiban 5 Hitachino White Ale 5.5	
Korusurō Tokyo style coleslaw (Vg) 5.5		Yaki Niku BBQ 1.5 Truffle Ponzu Wasabi Mayo Green Chilli				Gin Roku, Japan 10 Sakurao, Japan 13 Nikka, Japan		Japanese Craft Coedo Shiro 6.3 Coedo Kyara IPA 6.3 Hitachino Saison Du Japon 6.3	
Roketto Rocket, cucumber & parmesan salad with a green chilli dressing 5.5						Vodka Haku, Japan 10 Nikka, Japan 13		ソフトドリンク Sofutodorinku Soft Drinks	
Supaishī Green beans & mangetout salad with a spicy lemon dressing (Vg) 5.5						Rum Ryoma 7 yo, Japan 14		Still Water 2.5 Sparkling Water 2.5 Coca-Cola 3.5 Coca-Cola Zero 3.5 Merchants Heart Light Tonic 3.5 Merchants Heart Soda Water 3.5 Merchants Heart Hibiscus 3.5 Merchants Heart Ginger Ale 3.5 Yuzu Original Sparkling 3.9 Yuzu & Cucumber Sparkling 3.9 Yuzu & Pear Fruit 3.9	
Abokado Avocado, cherry tomato & red onion salad with a yuzu pepper dressing (Vg) 5.5						Tequila Casamigos Reposado, Mexico 15			
Kuranchi Crunchy cabbage salad with spring onions, almonds, button mushrooms & edamame served with an almond butter dressing (Vg) 5.5									
TP Salad Enoki mushroom, cherry tomato & beetroot salad with an onion & sesame soy dressing (Vg) 8.5		デザート Dezāto Dessert		TP Ringo Apple crumble pizza with mascarpone & butterscotch 9.5					
Bigantaruto Dark chocolate tart with a biscuit base & coconut ice cream (Vg) 5.5									

Please make us aware of any allergies or special dietary requirements and we will do our utmost to accommodate you.
Tokyo Pizza adds a discretionary 12.5% service charge to customers' bills.

WiFi: TokyoPizza/TPsake47 Instagram: @tokyopizzaldn
Email: info@tokyo-pizza.co.uk Phone: 0203 887 1499

Food and drinks menu design.



Website landing page



Outdoor signage

AFRICA 10

January 2019

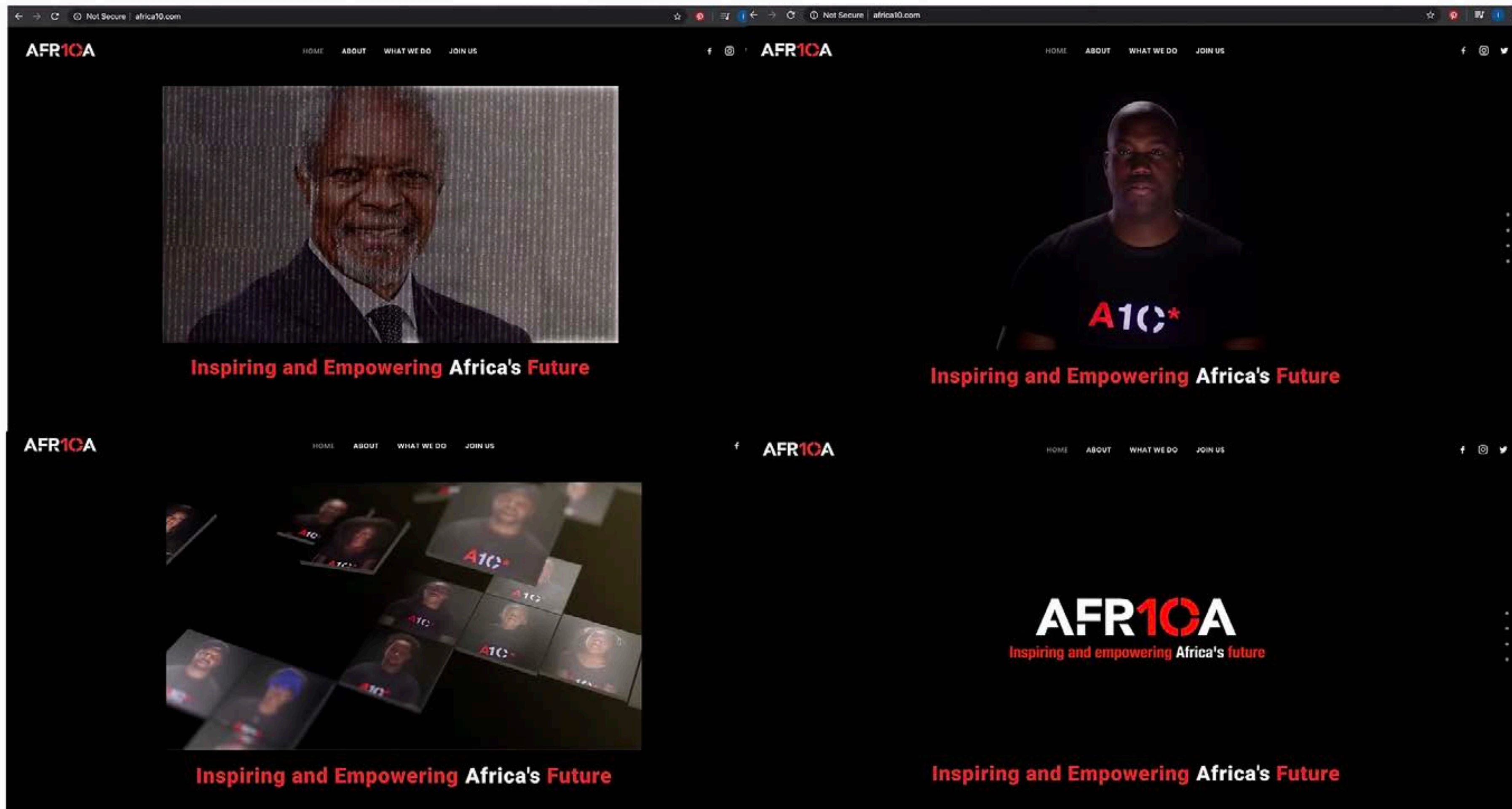
Founded by Kojo Annan, son of Kofi Annan, Former Secretary-General of the United Nations. Africa 10 aims to identify, inspire, educate and mentor the next generation of sporting talent and global leaders.

"Africa 10 enjoys the support of some of the biggest names in African football with George Weah, Jay Jay Okocha, Didier Drogba and Samuel Eto'o among the Africa 10 Legends group"

Whilst the design of the merchandise was a relatively simple logo application. I played a large role in communicating and facilitating large scale production on behalf of the client.



Merchandise designs



Africa 10 website for context.

THANK YOU
FOR YOUR TIME AND CONSIDERATION