



Creative Projects Summary

Name: Keith McKenzie,
Role: Involved in graphic design projects
Location: Birmingham

- One-sentence identity statement

I provide quality creative projects with an unique approach with enabled people to have an open mind and to widen perspectives.

- Creative Background

Despite the fact that I have faced barriers to employment I have used my design education to develop creative projects for local communities and beyond.

- Art & design foundations

I was educated at Hereford College of art and achieved a BTEC Higher National Diploma in graphic design at the University of Northampton. More recently I received a digital marketing education with Google's Digital Garage in 2017

- How creativity supports your advocacy

I incorporate my creativity as part of my neurodiversity awareness projects and dancing inclusivity content

Key Creative Projects

My competition entry to Showcase Birmingham since it hosted the commonwealth games in 2022

Community Dance class marketing

For community based projects for salsa with Pauline (the same class I participate as dance class assistant and occasionally teacher of beginners level of salsa)

Mid week dance class marketing

A special marketing poster for Birmingham's based Latinmotion to encourage new people to attend the long established latin dance classes in the Solihull area

Branding design proposal for a NHS support network in South London

This is related to a support network related to hemophilia linking with free key NHS hospitals

Interactive Pocket-size digital guide for volunteers at major latin dancing conventions in Birmingham

Providing guidance and standards of interpersonal abilities, interaction and procedures. This was made for the events Motion City (organised jointly by Birmingham's Latinmotion & London's MamboCity) and NYE fest (organised by Latinmotion)

Inclusive dancing guides on social media

As video reels & carousel templates on social media in collaboration with Latinmotion.

Touchpoint interactive digital organiser

Which I used when I have previously volunteered for Latin dancing conventions

A number of showcase projects on creative possibilities including: climate change, social responsibility campaign (features a crystal shaped art),

Continued

Combined Creative & Awareness content

Some of the key examples including:

Positive value

A starting point to value and embrace neurodivergent people with hidden differences

Advantage

The information project focuses on the positive qualities of newer divergent people and how this can be beneficial to different aspects of society and community

Zero toxic

The information project against prioritis, bowling, discrimination and hatred towards neurodivergent people

Valuing Hidden Differences

Explore detailed aspects to value a neurodivergent person

Achievers

Information product to celebrate neurodivergent achievers, role models and trail blazers

Don't underestimate

The information products and how mental health can affect a neurodivergent person and the positive steps forward

Elements of Value

The information and visual art projects which explores a summary on valuing a neurodivergent person

Stop the Stigma

The information products with tips and detail guidance to reduce the causes of negative stigma.

Special insight

For Neurodiversity Celebration Week I have developed a special presentation insight article with the importance of embracing neurodivergent talent, in the creative industry through my personal background and insight. A special web page was created with the same information and is also available as a downloadable document.

- Impact & Reach

- Communities reached

Birmingham Design (the organisation behind Birmingham Design Festival)

Salsa with Pauline

Motion City

The annual latin dancing convention in August is jointly run by Birmingham's Latinmotion and London's Mambocity.

Birmingham City University

I have engaged with the art and design schools related to graphic design and fashion.

Autism West Midlands

The regional support charity for the autistic spectrum.

I have developed a number of projects for the charity in the past including festive greeting cards, a cover design for their annual report, support materials for their employment training programmes and many more.

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- Organisations engaged

Salsa with Pauline

A Community-based dance class which I participate with

Latinmotion

Birmingham's major provider of Latin dance classes, events and conventions.

(Including the provider of NYE Fest, the UK's largest latin dancing New year event and is jointly run with London's Mambocity for the summer convention in Birmingham "MotionCity"

Worcestershire County Council

I have developed a customer friendly guide for public transport users for comments, compliments and complaints.

Transport for West Midlands

Since I have participation with a series of research, education video on safer travel (for travel safety offers and staff within TfWM), a social media safer travel video (provided by National Neurodiversity Training). I have also presented two marketing suggestions on improving safer travel. This includes a marketing concept to encourage passenger to modify their behaviour (Travel with a Heart) and a specialised marketing to encourage change of behaviour towards disabilities and difficulties (Stop & Change)

I have also used my creative background and from experience as a neurodivergent and a public transport user to collaborate with the products team at Transport for West Midlands to develop a special suggestions and solutions document

Other use of my creativity

Also my creativity are used for my awareness initiatives

Plus Value Awareness

The umbrella awareness initiative brand focusing on information, human aspects and objective suggestions and solutions related to neurodiversity with hidden related differences

Differences Originals

The specialised family of awareness projects since 2000

Embrace Dancing

The dancing related awareness content to enable inclusive dancing environments for dancers with neurodiversity, invisible disabilities and with anxiety

- Public recognition

In 2017 I was nominated for a mental health award by Google as my online awareness content helped the local team to support a member of staff with ADHD.

In 2022 I was featured in a community campaign with Birmingham City Council as a featured community participant to showcase the city's legacy since it hosted the commonwealth games in 2022.

In 2025 & 2026 the feedback was positive when developing family of floor plan map, guides and information (local transport, facilities and guidelines for volunteers) for the latin dancing convention "Motion City". The event jointly organised by Birmingham's Latinmotion & London Mambocity.

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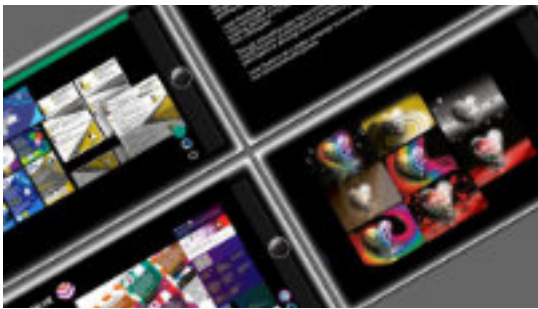
- Downloadable & online Links

- Online Portfolio

You can explore the variety of creative projects and development by visiting the creative section of my website

<https://keithmckenzie.dudaone.com/creative>

- Digital Portfolio



My interactive digital portfolio can be available during meetings (either in person or via video calls through desktop devices or online conferencing appointments.)

Please use the contact details to arrange a meeting to view my digital portfolio.

- Project pages

Online links to some of my creative projects

Community dance class marketing

<https://keithmckenzie.dudaone.com/dance-class-marketing>

Examples of visual arts for supporting awareness blog articles

<https://keithmckenzie.dudaone.com/illustrate-awareness-topics>

Branding design proposal for a health support network

<https://keithmckenzie.dudaone.com/health-support-group-branding>

Special index page which combines my Creative designs for my awareness projects and content

<https://keithmckenzie.dudaone.com/combined-awareness---creative>

Showcase project for climate change

<https://keithmckenzie.dudaone.com/carbon-footprint>

Showcase project for social responsibility

<https://keithmckenzie.dudaone.com/crystal-heart>

Showcase project for the festive season

<https://keithmckenzie.dudaone.com/festive-summary>

Competition entry for the Be Bold project for Birmingham

<https://keithmckenzie.dudaone.com/be-bold-creative>

Creative solutions projects to develop and interactive organiser document

<https://keithmckenzie.dudaone.com/interactive-organiser>

Additional links

Plus Value Awareness

The primary awareness initiative on Neurodiversity with hidden related differences

<https://plusvalue.dudaone.com>

Embrace Dancing

The dancing inclusivity awareness initiative

<https://keithmckenzie.dudaone.com/embracedancing>

Creative & Possibilities (special online article)

A special insights on my expressions as in the diverting in related embracing creative talent and passions. This was developed with Birmingham design

A digital downloadable document version of this article are also available

<https://keithmckenzie.dudaone.com/neurodiversity-creative>

Contact & Collaboration

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