

LUCY AIRD

Award-winning senior integrated designer; with twelve years' experience, based in London.

I have worked on a wide range of clients including: Ikea, Škoda, Disney, Lloyds, Colgate, L'Oreal & Clipper.

I am a passionate designer who thrives in creative problem solving, using my experience, craft and knowledge to deliver beautiful, effective and usable final products in digital and in print.

I pride myself on being a positive, friendly, hard-working member of the team. I have a keen eye for detail and produce my work to the highest standards possible. I am adept at getting the best out of junior and mid-weights. I am experienced in presenting work, managing stakeholders and work flow to deliver projects on time.

KEY SKILLS

Photoshop, Sketch, Illustrator & InDesign

Also experienced working with:
HTML5, CSS3, JavaScript, jQuery,
Dreamweaver and After effects.

TRAINING

Web & Graphic Design

LSCE: April 2007 - July 2007

Manipulation of Digital Images Course

City of Bristol College: July 2004 - August 2004

QUALIFICATIONS

BA Honours in design: First Class Honours

University of the West of England

September 1997 - June 2000

I created & designed ceramic objects, using digital imagery and screen printed decals

BTEC Diploma in Foundation Art & Design

Warwickshire College of Further Education

September 1996 - June 1997

4 A-Level's:

Design: A, Art: B, Art & Design

History: C, English: D

Chipping Campden School

September 1994 - June 1996

9 GCSE's: Grades A – C

Chipping Campden School

September 1992 - June 1994

EMPLOYMENT

Freelance: Senior Integrated Designer

December 2012 – ongoing

I have worked for several such as; Wunderman, Proximity, Bisqit, TMW, Oliver, RAPP, JWT and VML. Working on a wide range of top FMCG and banking brands; designing responsive websites and emails, social posts, banners, posters, DMs and wireframes.

Pancentric Digital: Designer

November 2006 - November 2012

During my six years at this award-winning fully integrated digital agency; I worked on a diverse range of interesting & boundary-pushing projects for some of the best-known global brands.

Sabbatical

October 2005 - October 2006

Travelled extensively,
prompting a career change.