

LUCY AIRD

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

Worked on a wide range of FMCG clients including: Ikea, Samsung, Disney, Microsoft, Škoda, Lloyds, Aquafresh, Subway and Clipper, to name a few.

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.

Takes pride in being a positive, friendly, hard-working member of the team. Keen eye for detail and produces work to the highest standards possible. Enjoys mentoring junior and mid-weight designers. Highly experienced in working to brand guidelines and principles. Confident in presenting work, managing internal and external stakeholders and work flow, to deliver projects on time.

KEY SKILLS

Adobe Creative Suite:
Photoshop, Illustrator & InDesign

Digital Prototyping:
Sketch, XD & Figma

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

TRAINING

Web & Graphic Design
LSCE: April 2007 - July 2007

Manipulation of Digital Images Course
City of Bristol College: July 2004 - August 2004

EMPLOYMENT

Freelance: Senior Integrated Designer
December 2012 – ongoing
Clients to date include: Wunderman Thompson, MRM, 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.