

# Award-winning lead & senior graphic designer, specialising in integrated campaigns

Fifteen years' experience in advertising and marketing agencies. Highly experienced freelancer and contractor, based in London.

Loves creative problem-solving and challenging the brief to get the most innovative and eye-catching solution for brands.

Uses extensive experience, expertise, skills and craft to deliver beautiful and effective products in digital and print.

## LUCY AIRD

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## APPLICATIONS

+ Photoshop  
+ Illustrator  
+ InDesign

+ XD  
+ Sketch  
+ Invision

## SKILLSET

+ Digital design  
+ Print design  
+ Art Direction  
+ Campaigns  
+ Ideation  
+ Scamping

+ Concepting  
+ Branding  
+ Mentoring  
+ Key visuals  
+ Retouching  
+ Presentations

## BRANDS

+ Aquafresh  
+ Bank of Scotland  
+ BBC  
+ BT  
+ Cazoo  
+ Colgate  
+ Disney  
+ EE  
+ GSK  
+ Ikea

+ Ingka  
+ Lloyds Bank  
+ Microsoft  
+ Samsung  
+ Schar  
+ Skoda  
+ Subway  
+ Superdrug  
+ VW  
+ many more

## EDUCATION

### BA FIRST CLASS HONOURS IN ART & DESIGN

Sep 1997 - Jun 2000 | U.W.E.

## EMPLOYMENT

### SENIOR INTEGRATED DESIGNER: FREELANCE & CONTRACT ROLES

Dec 2012 - Current | 10 years

Designing for leading brands in FMCG, Energy, Telecoms, Automotive and Finance sectors for leading advertising agencies and in-house roles.

### DIGITAL DESIGNER: PERMANENT AT PANCENTRIC DIGITAL

Nov 2007 - Nov 2012 | 5 years

Created websites, apps, banners and emails for major FMCG brands at Pancentric Digital.

## RECENT FREELANCE ROLES

### RAPP

Jan 2020 - Feb 2023 | Freelance | 2 months

Creating award submission key visuals for a leading FMCG brand and pitch work for luxury consumer brand.

Core responsibilities included: concepting, ideation, decks, presenting, retouching, typography and layout design.

### WUNDERMAN THOMPSON

Sep 2022 - Dec 2022 | Contract | 4 months

Lead designer for a big energy company and several other FMCG brands.

Core responsibilities included: art direction, concept/ideation, presenting, interaction design, responsive design, mock-ups, retouching, decks, presenting and creating key visuals for a number of seasonal campaigns.

### MRM UK

Jun 2022 - Aug 2022 | Freelance | 3 months

Senior designer for the marketing of a new city development and a leading FMCG brand.

Core responsibilities included: social banners, mock-ups, retouching, decks, presenting and DM design.

## PREVIOUS ROLES

+ Proximity London  
+ Amazon  
+ McCann  
+ Oliver  
+ VML

+ AMV BBDO  
+ TMW  
+ McCann  
+ JWT  
+ many more

## AWARDS

Purpose Awards 2022 Winner: Brand Led – Best Environmental Cause Campaign for IKEA at RAPP

Cannes Lions 2021 Silver: Typography for IKEA at RAPP

DMA 2019 Gold: Best Design / Art Direction for IKEA at Proximity London

DMA 2019 Gold: Best Use of Social Media for IKEA at Proximity London

DMA 2019 Bronze: Best Creative Solution for IKEA at Proximity London