

# Award-winning lead Art Director & Graphic Designer, specialising in integrated campaigns

Seventeen years' experience in advertising , marketing agencies and in-house at big tech. Highly experienced freelancer and contractor, based in London.

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

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

## LUCY AIRD

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## APPLICATIONS

+ Photoshop  
+ Illustrator  
+ InDesign

+ Figma  
+ Sketch  
+ Powerpoint

## SKILLSET

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

+ Presenting  
+ Concepting  
+ Branding  
+ Mentoring  
+ Key visuals  
+ Retouching

## BRANDS

+ Amazon  
+ BBC  
+ BT  
+ Cazoo  
+ Colgate  
+ Disney  
+ EE  
+ GSK  
+ Ikea

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

## EMPLOYMENT

### SENIOR ART DIRECTOR: AMAZON IN-HOUSE

May 2023 - Ongoing | Contract | 1+ year

Senior Art Director for Amazon, leading effective campaigns to support the HR department attract new talent. Working in conjunction with Strategy.

### SENIOR INTEGRATED DESIGNER: FREELANCE & CONTRACT ROLES

Dec 2012 - May 2024 | 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 PANCENTRIC DIGITAL

Nov 2007 - Nov 2012 | 5 years

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

## RECENT FREELANCE ROLES

### RAPP

Jan 2023 - 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.

## PREVIOUS ROLES

+ RAPP  
+ VML  
+ Amazon  
+ Cain & Abel DDB  
+ MRM  
+ WT

+ Proximity  
+ Amazon  
+ TMW  
+ McCann  
+ Bisquit  
+ many more

## EDUCATION

### BA FIRST CLASS HONOURS IN ART & DESIGN

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

## 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