LUCY AIRD

Associate Creative Director, specialising in brand development & integrated marketing campaigns

Award-winning senior creative with over 15 years' experience in advertising, marketing and big-tech. Uniquely experienced both agency-side and in-house, delivering integrated campaigns and platforms for industry-leading brands.

Combines creative leadership and strategic thinking to elevate brands and campaigns. Produces innovative, engaging creative that drives business results through a customer-focussed approach. Consistently ensuring brand standards, delivering high-impact creative across digital, video, social and print.

Leads internal and external creative teams with energy, positivity and clear direction. Encourages a culture of excellence, collaboration and professional development, utilising AI tools to enhance creative output and deliver at speed and scale.

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SKILLSET

+ Creative Direction
+ Art Direction
+ Creative reviews
+ Graphic Design
+ Digital / Print
+ Team Management
+ AI creative production
+ Leadership
+ Mentoring
+ Full funnel marketing
+ Brand development
+ Integrated campaigns
+ Evergreen content
+ Social campaigns
+ Film / Photo shoots
+ Virtual Production
+ Presenting
+ Retouching

APPLICATIONS

+ Adobe Creative Suite
+ Microsoft Office
+ Figma
+ Sketch
+ Frame IO
+ Bynder
+ Amazon Q
+ Asana / Monday.com

BRANDS

+ Amazon
+ Aquafresh
+ Bank of Scotland
+ BBC
+ BT
+ Cazoo
+ Colgate
+ Disney
+ EE
+ GSK
+ Halifax
+ Ikea
+ Lloyds Bank
+ Microsoft
+ Samsung
+ Shell
+ Skoda
+ Subway
+ Superdrug
+ VW

EDUCATION

BA HONOURS: FIRST CLASS
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

EMPLOYMENT

ASSOCIATE CREATIVE DIRECTOR: AMAZON
Aug 2024 - May 2026 | Permanent | 1 yr 10 mos

Led the creative vision for all Employer Brand marketing, encompassing integrated campaigns and brand development across multiple markets. Directed the conceptualisation and execution of innovative marketing that consistently elevated Amazon's brand presence.

Responsible for overseeing multiple high-profile video and photo productions. Managed both internal and external agency creative teams with positivity and can-do energy – driving creative excellence through high standards, brand guardianship, AI adoption and data-driven insights. Ensured deliverables exceeded business objectives and strategic goals, within fast-paced delivery targets, working to a comprehensive planned roadmap.

SENIOR ART DIRECTOR: MBO PARTNERS x AMAZON
Mar 2024 - Aug 2024 | In-house contract | 5 mos

SENIOR ART DIRECTOR: T&P x AMAZON
May 2023 - Mar 2024 | In-house contract | 10 mos

Consecutive in-house contract roles for the same team at Amazon via T&P and MBO Partners, which led to a permanent position and promotion as Associate Creative Director.

Led the art direction, development and delivery of Employer Brand marketing assets, collaborating with strategy, design and copy to deliver impactful marketing collateral across digital and print.

Managed external agency and in-house creatives to high creative standards, with creative oversight and development including campaigns, brand, evergreen, and video/photo shoots – ensuring standards and consistency across all EMEA markets.

SENIOR INTEGRATED DESIGNER / ART DIRECTOR:
Dec 2012 - May 2023 | Freelance | 10 yrs 5 mos

10+ years freelancing as lead/senior designer and art director at several leading advertising agencies, producing integrated campaigns and creative solutions for global consumer, technology, finance and retail brands.

Agencies: Adam & Eve Studios, RAPP, VML, MRM, TMW, Proximity, McCann, Oliver, Wunderman, JWT + many more.

DIGITAL DESIGNER: PANCENTRIC DIGITAL
Nov 2006 - Nov 2012 | Permanent | 6 yrs

Designed and art-directed campaigns, websites, apps, social, digital banners and emails for well-known household FMCG brands.