

LUCY KIERANS

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EXPERIENCE

Graphic Designer \ BBC Worldwide AUGUST 2015 - PRESENT

Currently a Graphic Designer at BBC Worldwide, an active member of the team responsible for the design and production of all BBC Worldwide print and digital assets. Producing artwork for top BBC brands such as Doctor Who, Top Gear, Sherlock, BBC Earth and Dancing with the Stars. Act as a brand guardian to ensure that the BBC Worldwide brand is represented correctly and consistency across all platforms including trade events, campaigns and online merchandising.

Priority role as a designer producing design solutions to BBC Worldwide's annual trade events including Showcase and MIPCOM; designing and artworking two 250/page catalogues a year promoting BBC content, conceptualising and designing artwork for new shows, and creating trade collateral to surface the events. Working closely with photography and editorial teams to create world class creative for BBC programming.

Also oversee and mentor Creative Artworkers in the design and creation of BBC Worldwide digital artwork (see below).

Creative Artworker \ BBC Worldwide AUGUST 2013 - AUGUST 2015

Sole responsibility for the design, concept art direction and creation of all Download to Own (DTO) and Video on Demand (VOD) digital artwork for BBC. Clients include iTunes, Netflix, Amazon, Google Play and BBC Store.

Creation of trade event collateral and BBC sub-brand design also a responsibility.

Junior Graphic Designer \ lastminute.com JUNE 2011 - JULY 2013

Responsible for the design and production of merchandising material for the lastminute.com site promotions and email campaigns; including design and build of banners, email graphics, media spots and the visual customer journey in the pre-shopping path. Complete design, build and development of the lastminute.com blog also fell within remit. From a brand perspective, tasked with the creation of promotional offline print material including DVD inserts, brochures and direct mail material. Other duties include assisting in the design and development of the website with the User Experience team to deliver a greater customer journey.

Junior Graphic Designer \ Hamilton Bradshaw SEPTEMBER 2009 - SEPTEMBER 2010

Tasked with creating all of the graphic content for James Caan (of BBC2's Dragons' Den) and Hamilton Bradshaw. The work produced varied greatly from print media, digital design, image retouching, with the opportunity to work on diverse and challenging projects. Building efficient client relationships, working towards strict time frames and working as part of a team and individually, Hamilton Bradshaw became an invaluable experience in a professional environment.

PROFILE

Keen eye for graphic design and a diverse understanding of layout, typography and composition. Well suited to a innovative, fast-paced and creative environment. A strong team player, capable of working to both short and long term deadlines, organisation and planning skills are impeccable. Work ethic, perseverance, interpersonal savvy and creativity are key attributes.

EDUCATION

Central Saint Martins \ Advanced Retouching with Photoshop (Pass) OCTOBER 2015

Brunel University \ 2:1 (Hons) BA Industrial Design & Technology with Professional Practice 2007 - 2011

Modules include \ Graphic Communication, Design Process, Applications through Design, Manufacture for Design, Design Modelling Workshop and Systems Design.

Dartford Grammar School for Girls 2007 - 2011

A Level \ Design Technology, ICT, Media Studies
AS Level \ English Literature, Business Studies, Citizenship
GCSE \ 12 A* - B grade qualifications

VOLUNTEERING

Guide Leader \ Girlguiding UK 2014 - PRESENT

Guide Leader for 9th Dartford Guides, leading a unit of 10-14 year old girls through a series of badges and activities one evening a week.

SKILLS

PHOTOSHOP

INDESIGN

ILLUSTRATOR

FLASH

DREAMWEAVER

MICROSOFT OFFICE

