

HELLO. I'M **LUKE**. YOU & I COULD REALLY WORK.

workhardbenice.co
luke@workhardbenice.co

WHO?

My name is Luke Darbyshire.

For more than fifteen years, I've been designing engaging creative solutions for branding, web, mobile, print, email and loads more for startups and household names alike, including...

unicef 



 NatWest

facebook



...and too many others to count.

I've led design and digital teams to deliver excellence under pressure – crafting large-scale, responsive websites for award-winning products.

HOW?

Creative

- Briefing (writing, questioning, refining)
- Research
- Problem solving
- Conceptualising
- Art direction
- Expert Adobe Photoshop, Illustrator and InDesign
- Sketch
- Animation and video
- After Effects (just a little)

Digital

- User interface
- Prototyping
- Responsive and mobile-first
- User experience
- Web standards
- Axure RP Pro
- HTML5 and CSS3 (hand-coded)
- Javascript and jQuery (just a little)
- Accessibility (WCAG 2.0)
- Organic SEO

Lead

- Communicating, collaborating
- Pitching, presenting
- Recruiting, interviewing
- Mentoring, motivating, inspiring
- Planning, estimating, budgeting

WHERE?

2014-present

Freelance // Design Lead / Senior Digital Designer

I've spent the past four years working with some of the UK's leading design agencies including SapientNitro, Clearleft, Razorfish, FCB Inferno and Beyond across a broad variety of clients and channels. Some straightforward production and some more strategic roles helping clients get better at digital. Earlier freelance experience includes skill-boosting and creatively liberating work for a cherished base of repeat clients.

2009-2014

Reward // Design Lead

Head of all things creative at the award-winning loyalty marketing agency and big-data specialist. Leading the design team to create and deliver exceptional web-apps and communications for well-known clients. Hands-on involvement at all stages from concept through pitch, crafting user-experience and delivery.

2003-2008

Timandra // Senior Designer

Directed the boutique agency's evolution from print-design specialist to indispensable digital creative service. Built the team to meet growing demand and raise standards in all we produced.

2001-2003

Colourflow // Graphic Designer

End-to-end involvement in the design and production of brand collateral and printed comms. Learning how to craft truly exciting print work.

1999-2002

Guildford College // Student

- BTEC National Diploma in Graphic Design
- City & Guilds Print Origination

July 1999

The Ashcombe, Dorking // Student

9 GCSEs: A · A · A · B · B · B · B · C · C

WHAT ELSE?

I also love...

- Burgers and beers with friends
- Exercising-off burgers and beers
- Snowboarding, cycling, running, swimming, triathlon-ing
- Festivals and travel
- Being a dad

WHEN?

Available today and looking forward to joining another team of interesting, talented people. To lead or be led. To work hard and create something special.

Referees on request.

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