

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

[workhardbenice.co](http://workhardbenice.co)  
[luke@workhardbenice.co](mailto:luke@workhardbenice.co)

## WHO?

**My name is Luke Darbyshire.**

For almost 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...



...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
- QuarkXpress
- 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)
- Organic SEO
- Accessibility (WCAG 2.0)

### Lead

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

## WHERE?

2002-now

**Freelance // Senior Digital Designer**

I've spent the past two years working with some of London's most accomplished agencies including SapientNitro, Razorfish, FCB Inferno and McCann across a broad variety of clients and channels. Earlier freelance experience includes skill-boosting and creatively liberating work for a select 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, printed comms and more. Gaining vital experience in crafting exciting print.

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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