

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

workhardbenice.co
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WHO?

Hello. My name is Luke Darbyshire.

For almost twenty years, I've been designing engaging creative solutions for branding, digital, print and more for startups and household names, including...

unicef 



VICE

facebook



...and too many others to count.

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

HOW?

Creative

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

Digital

- User interface and prototyping
- Design systems
- Apps and mobile-first responsive
- User experience
- Web standards and accessibility
- Axure RP Pro
- HTML and CSS (hand-coded)
- Javascript and jQuery (just a little)
- Accessibility (WCAG 2.0)

Lead

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

WHERE?

2014-present

**Freelance // Senior Creative /
Product Designer / Design Lead**

I've spent the past seven years working with some of the UK's leading design agencies including SapientNitro, Clearleft, Razorfish, FCB Inferno and Beyond for a really diverse range of clients.

Most of my recent work has included creative direction and helping big name clients bridge the gap between their brand vision and the digital world. Rich interaction with a purpose and full design systems for ongoing success.

2009-2014

Reward // Design Lead

Head of all things creative at the award-winning loyalty marketing agency and big-data startup. 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

Leading the boutique agency's evolution from print-design offshoot to indispensable digital studio. 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...

- Time with my two boys
- Escaping my two boys
- Snowboarding, cycling, running, swimming, triathlon-ing
- New music, gigs and festivals
- Seeing the world and getting somewhere new

WHEN?

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

References available on request.

- workhardbenice.co
- luke@workhardbenice.co