

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

[workhardbenice.co](http://workhardbenice.co)  
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## WHO?

**My name is Luke Darbyshire.**

For over twelve 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 development 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
- Adobe Fireworks and Flash
- QuarkXpress
- Final Cut Pro (just a little)

### Digital

- User experience
- User interface
- Information architecture
- Web standards
- Responsive and mobile-first
- Axure RP Pro prototyping
- 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**

Working with some of London's most accomplished agencies including Bladonmore and FCB Inferno 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.

2002

### **Freelance // Part-time tutor**

Teaching the use of Adobe and Quark design software to private clients.

1999 and 2001

### **The Creative Services Company // Junior Designer**

Two work placements at the busy London agency gave an exciting insight into life as a graphic designer – and enough of a taste to never look back.

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
- Cycling, running, swimming, triathlon-ing
- Snowboarding
- Festivals and travel

## 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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