

# 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 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...



...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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