

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

[workhardbenice.co](http://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
- Axure RP Pro
- HTML and CSS (hand-coded)
- Javascript and jQuery (just a little)
- Accessibility (WCAG 2.0)

### Lead

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

## WHERE?

2014-present

**Freelance // Senior creative /  
Design lead / Product designer**

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 across a broad variety of clients and channels.

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...**

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

## 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.

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