

Marc Lucraft

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Professional Experience

TMW Unlimited

06/20 - Present

Digital Designer/Developer - Ford of Britain and Ireland

- Develop and maintain web applications using JavaScript and React, incorporating Tailwind CSS
- Design and develop responsive ads for the Google Display Network using HTML, CSS and JavaScript.
- Design and develop emails, using responsive email framework, MJML.
- Design assets for print and digital, following brand guidelines using Adobe Photoshop, Illustrator, After Effects and inDesign.
- Onboarded, and continually worked, remotely.

I Designs Ltd

05/15 – 06/20

Senior Graphic Designer

- Collaborated with marketing teams from various sectors to create promotional materials for large, global conferences and events.
- Regularly 'headhunted' by clients to complete their projects.
- Worked remotely whilst continuing to provide exceptional service and time management.

The Partyman Group

04/13 - 05/15

Graphic Designer

- Developed brand identities and guidelines to be used across all business locations. A lot of the brand elements are still being used today
- Designed, produced and coordinated the advertising campaign for a children's festival (dubbed 'Glastonbury for kids..') that SOLD OUT two years running.
- Worked with licensed brands including Peppa Pig, Paw Patrol and Mister Maker.
- Implemented new tiling system across the whole business as well as aiding in its design.

Excel Press

03/12 - 04/13

Graphic & Web Designer

- Owned more than 40 projects per year from initial research and conceptual design through testing and implementation phases.
- Developed modern websites using HTML/CSS/jQuery as well as creating bespoke themes for Wordpress.
- Designed print materials such as brochures, banners and signs for various hospitality sector clients, and planned artworks for print.

Carillion-telent JV

07/10 - 03/12

Regional Programme Assistant

- Responsible for planning and tracking the rollout of 'Super-fast broadband' on behalf of BT Openreach.
- Having no prior formula or VBA experience, I quickly got to grips with Excel and produced various tracking tools, widely used by Project Managers. Other areas within the business also adopted these useful, lifesaving tools.

marclucraft.co.uk

07/10 - 04/13

Freelance Graphic Designer

- Completed various freelance design projects ranging from branding and identity work, through to WordPress powered websites for companies spanning various sectors from builders to beauty therapists.

- As my first graphic design role, I quickly became highly proficient with the Adobe Creative Suite to develop engaging marketing and promotional materials for our clients including flyers, brochures and exhibition signage to generate new sales.
- Provided training and feedback to a Junior Graphic Designer in all aspects of the business from Adobe Creative Suite, through to HTML and CSS.

Education

Udemy

The Complete React Developer Course (w/ Hooks and Redux The Modern JavaScript Bootcamp

The CPD Certification Service

Certified Champion of Mental Health

South East Essex College

BTEC National Diploma Acting – DISTINCTION GNVQ

Performing Arts - PASS

- Lead role in final major project as 'The Baker' in 'Into The Woods'.
- Lived in a glass-walled, hotel room on wheels for one week - advertising the opening of a new, local 'Travelodge'.

Key Skills

- Self-motivated, Problem Solving, Project and Time Management, Conflict Resolution, Process Implementation.
- Adobe Creative Suite, Microsoft Office, Visual Studio Code, Mac/PC.
- Graphic Design, Web Design
- HTML, CSS, JavaScript, React, Gatsby, WordPress, PHP

Interests

- Continuous Learning.
- Open Source
- Skateboarding, Snowboarding, Skiing, Golf.
- Watching whole Netflix series' in one sitting!