



LUCY FERGUSON

GRAPHIC DESIGNER

PROFILE

A smiley Graphic Design student studying at The University of Portsmouth.

Confident, creative, motivated with a passion for design

CONTACT

+4 4 (0) 0000 000 000

023 92000000

DESIGN SKILLS

Print, Web & Digital Design Adobe

Software

Typography

Basic HTML

Marketing

Research

GENERAL SKILLS

Written & Verbal Communication Time Management

Problem Solving Organization

Team Player Creativity

Planning

OTHER

Owns a full UK Driving License

WORK EXPERIENCE

JUNIOR GRAPHIC DESIGNER @ WATERLINE MEDIA

April 2018 - Current

During my time here I have grown to be a sharp and sophisticated designer. I spend my time developing ideas, influencing the looks of projects and bringing them to life as a final concept. I have been able to shadow higher designers, soak in their knowledge and experience what it is like to be a creative director, influencing and inspiring others with my ideas. Projects include a 200+ page coffee table book for a multi-million dollar yacht, website creation from start to finish with various companies, magazine and brochure design and multiple re-brands which have helped the brands grow.

BITE THE BALLOT - COMMENDATION

February 2018

I received a commendation for a poster I created for the party-neutral movement and youth charity Bite the Ballot. This will be shown in an exhibition in London along with the other winners creations.

This project challenged me to make something which was fun and would attract attention from the target audience which was youth of today which I achieved successfully and received high praise.

JUNIOR GRAPHIC DESIGNER @ CREATE CLICK MARKETING

June 2012

I worked as part of a team within a design and marketing company in which I shadowed and worked with the members to create websites with WordPress and infographics made in InDesign and Photoshop.

EDUCATION

BA (HONS) GRAPHIC DESIGN @ UNIVERSITY OF PORTSMOUTH

August 2016 - Present

SECOND YEAR / Predicted 1st / Achieved 1st

- Hand stitched short story with a screen printed dust jacket focusing on hierarchy and typography.
- Interactive information design made on Adobe Animate comparing data.
- An A2 print and digital poster for 'Bite The Ballot' encouraging young people to visit their latest campaign', I was awarded a commendation
- App creation targeted at students to boost happiness allowing them to get involved with activities and more.
- Working in a team to create a brand identity. Designing everything from the logo and the stationary to a fully functioning website then pitching our company.

FIRST YEAR / Predicted 1st / Achieved 1st

- An interactive PDF in teams about a famous typographer. This involved in-depth and structured research, group meet ups and presentations.
- An A2 poster displaying what typography is with a clear, researched background
- An A2 poster displaying information from three given data sets. This involved creating pictograms using Illustrator and InDesign.
- A title sequence made using After Effects for a series based on a short story where I investigated themes and created a title sequence with kinetic type.
- Magazine spreads on White Space discussing the fundamentals of design and the use of white space, focusing fully on the use of grids and typography structure.

GRAPHIC DESIGN @ PORTSMOUTH COLLEGE

September 2014 - June 2016

- A2 Poster created to replicate London Fashion Week, combining illustration with digital art.
- Skateboard design with hand made elements and illustration.
- Printed book with my own designed exterior and interior to showcase my research within Graphic Design illustrators and their way of working.
- A series of Art Deco posters displaying the best new builds within my hometown of Portsmouth. Combining old style with new modern design techniques while doing a lot of research into the history of Art Deco.