

# Zoë Arlidge-Lyon

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Graphic Designer



## About

Analytical and creative, I am an ambitious designer, aiming to explore the parameters and push the boundaries of a brief to create innovative solutions. I revel in 'big ideas', making visual and social connections to design outcomes that are thought-provoking yet satisfyingly simple. With a perfectionist's eye for detail, I enjoy meticulously iterating and crafting my designs, whether it be for print, digital, or motion.

I am passionate about sustainability and combatting social injustices. It's important to me that I bring aspects of this into my design work, to make a difference in the world through creativity.

With over three years of design agency experience, I have garnered skills in collaboration, client communication, project management, presenting, and launching large-scale print and digital projects. I am now looking for my next challenge, to advance my skills and gain experience while contributing to an organisation that shares my values.

## Skills

### Design

Individual and collaborative idea generation and iteration /  
Brand identity design / Campaign design / Motion graphics  
and animation / UI and UX / Editorial and typographic design /  
Packaging design / Illustration / Artworking / Creating  
presentation decks / Presenting in person and online

### Technical

Photoshop / Illustrator / InDesign / After Effects / Premiere Pro /  
XD / Figma / Wordpress / Basic HTML and CSS / Photography /  
Videography

## Achievements

- 2023 Featured as one of the 'Best in Class' in Eye Magazine
- 2022 Royal Society of Arts (RSA) Student Design Awards  
Highly Commended
- 2022 International Society of Typographic Designers (ISTD)  
Membership with Commendation
- 2019 Duncan of Jordanstone College of Art & Design  
Mitchell Prize for Outstanding Ability
- 2018 George Watson's College Dux

## Education

September 2018 - June 2022

Duncan of Jordanstone College of Art & Design,  
University of Dundee

BDes Graphic Design - First Class Honours

September 2016 - June 2018

George Watson's College

International Baccalaureate (IB) - 42 points

## Work Experience

### Mid-Weight Designer at Hudson Fuggle

September 2022 - PRESENT

hudsonfuggle.com / London

I work on campaigns, brand identities, films, websites, social content, and prospectuses for clients such as UCL, London Bridge City, WeAreWaterloo and the Royal Academy of Dance. As a key member of the design team, I generate ideas, develop concepts, present to clients and produce final artwork, meaningfully contributing to every part of the design process.

### Design Intern at the Dundee Design Festival 2021

May - September 2021

2021.dundeedesignfestival.com / Dundee

I developed the concept for a series of games to educate the public about a malicious area of design, 'Dark Patterns'. I briefed, and managed the game design interns, who coded the games, while I designed the assets. The games are accessible through the online Design House as part of the Dundee Design Festival 2021.

Play at <https://dundeesignhouse.com/dark-patterns/>

### Graphic Design Intern at Jack Renwick Studio

August 2021

jackrenwickstudio.com / London

I collaborated with the design team, generating ideas and creating presentations for logo and campaign design projects for large reputable clients such as the BSI.

### Graphic Design Intern at Creative Graffix

June - August 2021

creativegraffix.co.uk / Dundee

From environmental organisations to local football clubs, I collaborated with the lead designer on a range of client briefs, generating ideas, and developing identity design projects, with a focus on logo animation.

### Freelance Motion Designer for Catesbi

January - February 2021

catesbi.co.uk / Dundee

I collaborated with another designer on a motion graphic for Catesbi, a behavioural therapy clinic for children with autism. I managed the project, communicated closely with the client, pitched our ideas and successfully produced the animation within the tight time frame.

View at <https://vimeo.com/545541567>

### Graphic Design Intern at UpShift

June - September 2020

upshift.co.nz / Nelson, New Zealand

I worked with a team of developers, creating the brand identities and assets for websites and apps.