

Zoë Arlidge-Lyon

🖱️ <https://zoea-l.wixsite.com/portfolio>

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Graphic and Motion Designer

about

I am a third year graphic design student at Duncan of Jordanstone College of Art and Design (DJCAD) in Dundee with a passion for creative problem solving. Hardworking and determined, I enjoy thinking outside of the box and using different materials, techniques and mediums while working to a brief.

Though proficient using Adobe Photoshop, Illustrator and InDesign I also like the process of physically making and experimenting in order to discover the most effective way to respond to a brief. I have worked in many mediums such as design for print as well creating animations and motion graphics for digital viewing. Working in print has broadened my skills in typographic practice and layout design while the motion graphics and limited animation projects have given me more experience using Premiere Pro and After Effects.

I enjoy when my work carries the message of social betterment. I explored this in my environmental typography project which focuses on communicating a positive message to inspire action to combat climate change.

I have a wide scope of interests in the graphic design field however specifically enjoy motion graphics. I am keen to gain more skills and experience in this area as well as within the industry as a whole.

skills & interests

Design

Motion design, limited animation, editorial & layout design, typography, branding and web design

Technical

Proficient in Photoshop, Illustrator, InDesign, After Effects and Premier Pro

Language

Conversational Spanish

education

September 2018 - June 2022

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

BDes Graphic Design

Currently Studying

September 2016 - June 2018

George Watson's College

International Baccalaureate (IB)

Higher Level

Standard Level

English: 6

Maths: 6

Visual Arts: 7

Spanish: 6

Economics: 7

Physics: 7

TOK/EE: 3

Total: 42 points

work experience

June - September 2020

Graphic Design Intern at UpShift

www.upshift.co.nz

62 Bridge Street, Nelson 7010, New Zealand

I worked on editorial, branding and web design projects for a range of clients with the graphic design team at UpShift. I generated ideas and concepts independently and as part of a team, executed designs and layouts using Adobe CC softwares and mocked up design work for presentations to clients.

achievements

University

DJCAD Mitchell Prize for Outstanding Ability

School

George Watson's College Dux

George Watson's Prize for English

George Watson's Prize for Community Service

Gold Duke of Edinburgh Award

Grade 8 Viola