

Zoë Arlidge-Lyon

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Graphic Designer

About

I'm a 2022 graduate from Duncan of Jordanstone College of Art and Design (DJCAD), Dundee with a first class honours in graphic design. I am hard-working and determined, with a strong focus on creating designs that are conceptually clever and professionally executed. I always aim to explore the parameters and push the boundaries of the concept or medium I am working with. I also love variety and working across different disciplines and mediums, exploring the versatility of design thinking.

I work well in group and individual settings, staying motivated and maintaining a methodical and analytical design process.

I enjoy focusing on themes of social betterment within my designs to help stand up for marginalised communities and improve our planet. Having the ability to make a difference in the world through design is extremely important to me.

I have a wide scope of interests in the graphic design field, from motion design to branding, and am always keen to gain more skills and experience within the industry.

Skills & Interests

Design

Motion design, design for print, editorial design, typography, branding, campaign design and web design.

Technical

Proficient in Photoshop, Illustrator, InDesign, After Effects and Premiere Pro.

Interpersonal

- Hard-working, communicative and positive team player
- Pitching and presenting skills
- Responding to constructive criticism and feedback
- Interacting with clients with confidence

Education

September 2018 - June 2022

**Duncan of Jordanstone College of Art and 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

May - September 2021

Design Intern at the Dundee Design Festival 2021

2021.dundeedesignfestival.com

I developed the concept for a series of games that educated players about the malicious side of design. I executed my idea in collaboration with the game design interns. The games could be accessed by the public through the online Design House as part of the Dundee Design Festival 2021.

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

August 2021

Graphic Design Intern at Jack Renwick Studio

jackrenwickstudio.com

Units 9 & 10, 3 Gunthorpe Street, Whitechapel, London, UK

I worked as part of the design team generating ideas and creating client presentations for print, logo, and campaign design projects.

June - August 2021

Graphic Design Intern at Creative Graffix

creativegraffix.co.uk

12b Riverside Court, Dundee, UK

I generated ideas, developed and executed branding and motion design projects independently and collaboratively with the lead graphic designer.

January - February 2021

Motion Designer for Catesbi

catesbi.co.uk

The Circle, Staffa Pl, Dryburgh Industrial Estate, Dundee, UK

I collaborated with another graphic designer on a motion graphic for Catesbi, a behavioural therapy clinic that works with children with autism and their families.

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

June - September 2020

Graphic Design Intern at UpShift

upshift.co.nz

62 Bridge Street, Nelson 7010, New Zealand

I generated ideas and concepts independently and collaboratively for editorial, branding and web design projects for a range of clients

Achievements

- 2022 RSA Student Design Awards Highly Commended
- 2019 DJCAD Mitchell Prize for Outstanding Ability
- 2018 George Watson's College Dux