

# Zoë Arlidge-Lyon

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Graphic Designer

## About

I am a junior graphic designer currently working at a creative agency in London. 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 very 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

### Design

Branding, campaign, motion, print, typography, and web design.

### Technical

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

### 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

## Achievements

- 2023 Featured as one of the 'Best in Class' in Eye Magazine
- 2022 RSA Student Design Awards Highly Commended
- 2022 ISTD Membership with Commendation
- 2019 DJCAD Mitchell Prize for Outstanding Ability
- 2018 George Watson's College Dux

## Work Experience

September 2022 - PRESENT

### Junior Graphic Designer at Hudson Fuggle

<https://hudsonfuggle.com/>  
Studio 4, Jamaica Wharf, 2 Shad Thames, London, SE1 2YU

As part of the design team, I work on campaigns, brand identities, animations, films, websites, social content, print prospectuses, mailers and brochures for clients such as UCL, City University, London Bridge City BID, and the Royal Academy of Dance. I work through the entire design process, from idea generation and concept development to communicating with the client and producing the final artwork.

May - September 2021

### Design Intern at the Dundee Design Festival 2021

[2021.dundeedesignfestival.com](https://2021.dundeedesignfestival.com)

I developed the concept for a series of games that educated players about the malicious side of design. I collaborated with the game design interns. The games can be accessed 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](http://jackrenwickstudio.com)  
Units 9 & 10, 3 Gunthorpe Street, Whitechapel, London, E1 7RQ

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](http://creativegraffix.co.uk)  
12b Riverside Court, Dundee, DD2 1XD

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

January - February 2021

### Freelance Motion Designer for Catesbi

[catesbi.co.uk](http://catesbi.co.uk)  
The Circle, Staffa Pl, Dryburgh Industrial Estate, Dundee, DD3 6HF

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](http://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.