

📞 + 44 7478 693 727

christinalock.com

Personal Summary

Highly creative graphic designer with over 16 years experience in branding, advertising, digital marketing and print design. Strong interpersonal skills, deadline-driven and budget savvy. A creative team leader with a keen eye for detail, producing the highest quality work from conception through to delivery.

Professional Experience

Domestic & General, London

Lead Designer

NOVEMBER 2019 - CURRENT

- Key role in delivering Domestic & General's new brand. This includes the development and creation of brand guidelines and digital guidelines (working with a digital agency) and the rollout of external and internal branded content from email design, social media, powerpoint and word templates, email signatures, websites, merchandise, L&D modules and office design
- Creative direction and mentoring of the in-house designers and contracting and management of freelance designers
- Resourcing photographer and art direction for new brand photography
- · Work on financial documents and ahering to strict compliance rules
- · Production of video content and 3D visual space design
- Concept and visualisation of design for future business growth products
- Pitch work for key clients including Sky, WREN Kitchens and John Lewis
- Design of the 2022 Annual Report and Accounts, working closely with the Finance Team
- Concept and design of the "Van for Good" Sustainability Campaign for the Birmingham 2022 Commonwealth Games - this included the van wrap, and on-site materials including gazebos and festival activities

Christian Aid, London

JULY 2018 - SEPTEMBER 2019

Senior Designer

- Key role in delivering Christian Aid's communications
- Designing materials in-house, advising clients and external agencies on design standards and compliance with brand requirements
- Production of complex suite of materials ranging from direct marketing mailing, school resources, digital assets, posters and magazine ads for key moment campaigns
- Successfully manages and coordinates projects from concept through completion
- Leading concept discovery based on trip reports and case studies; development and execution of the chosen route for key moment campaigns
- Co-creation with agencies
- · Collaboration with The Team (agency) to develop and deliver the new visual identity

Yummy_Umami, Instagram

AUGUST 2018 - CURRENT

Social media creator

- Content creation for my social media account @yummy_umami, including all photography, reels editing, copywriting and management of posts
- · Building relationships with PR agency and clients to promote products, services and restaurants

The Red Bulletin, London

AUGUST 2018 - CURRENT

Freelance graphic designer

- Ongoing illustration work for Red Bull's international lifestyle publication
- Adhereing to Red Bulletin's visual brand style

EPiK, London (formerly The Big Kerbang)

APRIL 2016 - AUGUST 2018

Freelance graphic designer

- Developing story-based marketing ideas with the Creative Director to create and develop brands
- · New product development and design
- · Art direction and design of digital, print, social media and packaging materials
- Presentation design for creative brainstorming workshops

The Chartered Quality Institute (CQI), London

JUNE 2018

Magazine Designer

- Production, design, layout of Quality World Magazine
- · Conceiving and commissioning illustrations within budget
- · Managing workflow

LuxGroup, Australia

FEBRUARY 2013 - FEBRUARY 2015

Head of Graphics

- Project management and creative direction
- · Building and motivating a team of designers
- Coordinating freelance photographers to meet all project requirements
- Successfully managed and coordinated projects from concept through completion
- Ensured high quality of all brand visuals and brand adherence over mutiple e-commerce websites
- · Created new design themes for marketing and collateral materials
- · Strong communication with sales, buying teams and external clients to deliver briefs
- Design of newspaper and magazine advertorials, on-sale campaigns, marketing graphics, high quality product imagery, social media, iPad magazines and web design

Rocket Internet, Sydney

JANAURY 2012 - FEBRUARY 2013

Senior Graphic Designer

- · Responsible for completing briefs from concept to finished art in both print and online media
- · Retouching hero imagery and product photography
- Efficiently managed time and workload in a fast-paced and constantly changing e-commerce startup
- Collaboration with senior stylist to produce conceptually engaging photography for sales campaigns

Redbox Digital, Sydney

MAY 2010 - SEPTEMBER 2011

Digital Designer

- Working closely with Yahoo!7 to produce digital work for marketing competitions
- Production of wireframes and website design

Belgiovani Williams Mackay, (BWM Agency), Sydney JANUARY 2009 - APRIL 2010 Digital Designer

- · Concept development and delivery of digital campaigns
- Design of wireframes and scamps
- Producing static and animated content banner ads, digital signage, EDMs, microsites and websites
- Working closely with developers to create creative and functional design

Saatchi & Saatchi, Sydney

JULY 2007 - JANUARY 2009

Digital Designer

- · Producing static and animated content banner ads, digital signage, tickers, EDMs and websites
- Worked within a talented digital team producers, account managers, copy writers and developers to produce high quality digital materials
- · Concept development for digital campaigns

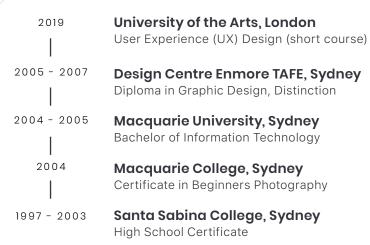
AutoSalon Magazine, Sydney

MAY 2007 - JULY 2007

Graphic Designer

- On-site meetings with clients to discuss advertising briefs
- · Advertorial design

Education



Achievements

- Domestic & General "Customer & Marketing" Employee of the year 2021
- Domestic & General voted "Marketing Team MVP" 2020
- Creating and building my foodie Instagram account @yummy_umami 2020
- Christian Aid 'Harvest Appeal 2018' shortlisted in the Campaigns for Good Awards 2019
- ADMA Awards 2008
- Saxton Scholars Competition 2006
- Most Outstanding Achievement in HSC Course Assessment in Visual Arts 2003

Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe XD
- Microsoft Word
- Microsoft Powerpoint
- Coreprint

Personal Skills

- · Fast, efficient worker
- · Attention to detail
- Highly organised
- Able to adapt and learn quickly
- Strong interpersonal skills