

# Christina Lock

Graphic  
designer

✉ christinaylock@gmail.com

☎ + 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

NOVEMBER 2019 - CURRENT

Lead Designer

- 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 adhering 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**

2019	<b>University of the Arts, London</b> User Experience (UX) Design (short course)
2005 - 2007	<b>Design Centre Enmore TAFE, Sydney</b> Diploma in Graphic Design, Distinction
2004 - 2005	<b>Macquarie University, Sydney</b> Bachelor of Information Technology
2004	<b>Macquarie College, Sydney</b> Certificate in Beginners Photography
1997 - 2003	<b>Santa Sabina College, Sydney</b> High School Certificate

## **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