

Christina Lock

Graphic
designer

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Personal Summary

Highly creative graphic designer with over 14 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

Christian Aid, London

JULY 2018 - SEPTEMBER 2019

Senior Designer (maternity cover)

- 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

The Red Bulletin, London

AUGUST 2018 - CURRENT

Freelance graphic designer

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

EPIK, London (formerly The Big Kerbang)

APRIL 2016 - CURRENT

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

Christian Aid, London

DECEMBER 2015 - JANUARY 2018

Freelance graphic designer

- Design of in-house materials for the communications team, producing reports, newsletters, DM campaigns, social media graphics, infographics, logos, website banners
- Trained in Coreprint software to build editable PDFs

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 multiple 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

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

Achievements

- Christian Aid 'Harvest Appeal 2018' shortlisted in the Campaigns for Good Awards 2019
- ADMA Awards 2008
- Saxton Scholars Competition 2006
- Founded Australian Volkswagen Golf Forum – vwgolf.net.au
- Most Outstanding Achievement in HSC Course Assessment in Visual Arts 2003
- Outstanding Achievement in Visual Arts, Preliminary Course 2002

Skills

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

Personal Skills

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