

# LEWIS ELLERBY

LEAD DESIGNER

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## PREVIOUS EXPERIENCE

### GRAPHIC DESIGN ASOS – Hemel Hempstead | 2011 – 2012

- Created artwork and imagery to be used for presentations and email campaigns.

### IN-HOUSE GRAPHIC DESIGNER Golf 2 Golf Ltd – Hemel Hempstead | 2012 – 2018

- I would carry out daily tasks for both print and web design, for both B2C and B2B.
- During my time at Golf 2 Golf Ltd, I rebranded the company, creating a new visual identity.
- The key brands that operate under Golf 2 Golf Ltd are Daily Sports and Surpizeshop. During my time here, I greatly aided towards the development and growth of these brands by pushing the boundaries on all aspects of design.

### LEAD DESIGNER GS1 UK - London | 2018 – ongoing

- As the lead designer at GS1 UK, I am responsible for leading the design team and the overall creative vision of all projects, covering any media type.
- Year on year, I've been evolving the brands design direction, resulting in a stronger visual identity, more contemporary aesthetic and well-rounded brand experience. This has allowed the organisation to strive and exceed its business goals.
- On top of this, I have established comprehensive design processes for managing and prioritising design projects empowering both the design and marketing teams collective achievements.
- As lead designer, I take great pride in guiding and mentoring the design team, while also fostering a collaborative and creative work environment whether this be internally or collaborating with external agencies and freelancers.
- Last year I played a pivotal part in the delivery of the company's three-year strategic plan and brand refresh, collaborating with senior stakeholders to develop cohesive design plans and concepts.
- Currently working on the design direction of GS1 UK's 2026 QR Horizons Summit, a year-long campaign that is allowing me to stretch the creative boundaries of the GS1 UK brand and explore exciting new ways of delivering an engaging and immersive event experience.

## EDUCATION & QUALIFICATIONS

### 10x GCSE / 3x AS LEVELS Longdean School, Hemel Hempstead | 2000 – 2008

### GRAPHIC DESIGN - NATIONAL DIPLOMA West Herts College | 2009 – 2010

### GRAPHIC DESIGN - FOUNDATION DEGREE University of Hertfordshire | 2010 – 2011

## SKILLS & EXPERTISE

### PROFESSIONAL

|                      |                     |
|----------------------|---------------------|
| ADOBE CREATIVE SUITE | DIGITAL / PRINT     |
| AI DESIGN            | EVENTS              |
| ANIMATION / VIDEO    | INFOGRAPHICS        |
| ART DIRECTION        | ILLUSTRATION        |
| BRANDING             | ICONOGRAPHY         |
| BROCHURE / LAYOUT    | LOGO DESIGN         |
| CREATIVE PROCESS     | POWERPOINT / SLIDE  |
| DEADLINE MANAGEMENT  | SOCIAL MEDIA DESIGN |
| DESIGN STRATEGY      | VISUAL IDENTITY     |

### PERSONAL

|                     |                 |
|---------------------|-----------------|
| ACCURATE            | LEADER          |
| ADAPTABLE           | MENTOR          |
| ATTENTION TO DETAIL | ORIGINALITY     |
| CONFIDENCE          | PRIORITISING    |
| CREATIVE THINKER    | PROBLEM SOLVING |
| CALM                | RELIABILITY     |
| FRIENDLY            | SELF MOTIVATED  |
| FLEXIBLE            | SUPPORTIVE      |
| INITIATIVE          | TEAMWORK SKILLS |