

## AGENCY EXPERIENCE

*June 10 - present*

**LBi** | Midweight designer, London  
\_Digital designer constantly working closely with copywriters, user experience architects, ID and back-end developers.  
\_Currently working on **Virgin Atlantic** website redesign.  
\_Previously worked on designs for **Macmillan 'Infi-Knit', Ericsson Mobile Money, Barratt's Home, David Wilson home, Very.co.uk**.  
\_Designs for both web and mobile platforms.  
\_www.lbi.co.uk

*Oct 08 - May 2010*

**LBi for Marks & Spencer E-Commerce** | Designer, London  
\_Web designer, part of a team of 5, working on-site at M&S within their complex organisation and consistently exceeding expectations.  
\_Responsible for the design of new and updating webpage templates, general maintainance of the website using the Amazon CMS platform.  
\_Successfully working with the different M&S departments (copywriters, content managers, trading teams, marketing and legal) to implement effective web pages and emails (overall sales for the website up 35% over the same period last year).  
\_Following precise brand guidelines and corporate style on a daily basis.  
\_Working well meeting tight deadlines on diverse campaigns and special events.  
\_www.marksandspencer.com | www.lbi.co.uk

## STUDIO

*Jan 2010 - present*

**We Draw Lines** | Director, London  
\_Studio founded with fellow graphic designer Paul Bailey  
\_Clients (selected): **DvF, V&A, University of the Arts London, British Council**  
\_Contributors at **The Poundshop**, London Design Festival 2010  
\_www.wedrawlines.com | blog.wedrawlines.com

## FREELANCE

*Sep 08 - Feb 09*

**Perfect Now for Oliver Arlt** | Art Direction, London  
\_Design & production management of fashion photography publication.  
\_Project exhibited at the Mall Gallery, London.

*2007 and 2009*

**Unit by Vickyh** | Graphic Design, Switzerland  
\_Pitched for the new visual identity (Finalist) of the **Grand Opera House Geneva**.  
\_Concept and design of various branded content sites for **Vickyh destinations**.  
\_www.vickh.ch | Unit by Vickyh

*2008 - 2010*

**LabelV** | Digital Design, London  
\_Concept, design of the website 'Beauty Awakens' for the **Langham Hotel London**.  
<http://www.beautyawakens2009.com>  
\_Concept and design of the Flash programmed website 'Mayb' for **Maybourne Hotel**.  
<http://www.maybourne.com/mayb>  
\_Design of the online newsletters for **Claridge's, The Berkeley** and **Connaught** hotels  
\_Creation of the company's visual identity (Logotype and stationary suite).  
\_www.labelv.com

## EDUCATION

*2006 - 2008*

**MA Communication Design** | Editorial Design  
With **Distinction**. Central Saint Martins, London, UK.  
\_Collection of books (various formats), series of [1:1] medium-format photographs.

*2003 - 2006*

**BA in Visual Communication**  
Haute Ecole d'Arts Appliqué (HEAA), Geneva, Switzerland.  
\_Conceptual interactive piece (Installation, short video, series of manipulated objects).

## SKILLS

Advanced Photoshop | Illustrator | Indesign | Dreamweaver  
Basic knowledge of Final Cut Pro | Flash | After Effects | HTML  
French (Mother tongue) | English (Fluent) | German (Basic)

## AWARDS

- 2008 Graduate Photography Online 2008** | Source Photographic Review  
\_Series of [1:1] portraits and photofits exploring our memory for faces.  
\_Selected as one of the 12 best projects by the curators of the Galerie Fotohof (Salzburg, Austria) across the UK and Ireland.  
\_http://www.source.ie | http://www.fotohof.or.at

## SHOWS & PUBLICATIONS

- Sept 08 Perfect Now** | London College of Fashion MA Graduate Exhibition  
Exhibition of the book designed for Oliver Art, MA Fashion Journalism, Mall Gallery, London.
- Sept 08 Up All Night** | London Design Festival 2008  
MA project selected as part of Central Saint Martins graduate showcase, Innovation Center, Design Week.
- Jul 08 Central Saint Martins MA Graduate Exhibition**  
Exhibition of MA project, *Is the Mind a Muscle?*, Mall Gallery, London.
- Feb 2008 We Are Here** | CSM Work in Progress Show  
MA Communication Design students collective exhibition, Shoreditch Town Hall, London.
- Jul 2005 Ether** | Paléo Open Air Music Festival 05, Switzerland  
Short-film projected during the festival, <http://www.paleo.ch>
- 2005 Réseau** | Centre pour l'Image Contemporaine, Geneva, Switzerland  
Short-film projected at '11th BIM\_Biennale de l'image en Mouvement'.
- 2004 Gay Pride 04** | Grütli, Maison de la Culture, Geneva, Switzerland  
Short-film projected during the event at 'Fonction Cinéma'.

**References available on request.**