

PROFILE



Marcomms lead with extensive graphic design and branding experience. Proven at delivering solutions through high impact, multi-channel marketing content. Excellent verbal and written communication skills. Exceptional team player and mentor to junior team members while remaining ably self-managed. Looking to make a difference as part of an innovative, purpose driven company, where passion and teamwork are fundamental.

CAREER HIGHLIGHTS

Air One, Coventry UK Urban-Air Port Ltd

Played a key role in the launch event for Air One - a future transport mobility hub in Coventry UK, with 10,000 attendees including government officials, academia, industry experts, the public and the press.

www.urbanairport.com/airone

- + Led the design of all marketing content and touchpoints
- + Managed digital platforms including event booking and social media campaign
- + PR and press management

Pathways to Prosperity Tool Kit Development UCL Institute for Global Prosperity

Worked with a sustainable development company and University College London to design a workshop tool kit for community engagement workshops in London. The tool kit was showcased at the UN COP24 Climate Conference.

www.lewisjefferson.co.uk

- + Designed 54 unique pictogram cards, subscribing to UN brand guidelines for Sustainable Development Goals
- + Created bespoke packaging for the tool kit

PROFESSIONAL EXPERIENCE (2012 – PRESENT)

Head of Communications Urban-Air Port Ltd

The Smiths Building, 179 Great Portland Street, London W1W 5PL

Aug 2021 – Jan 2023

- + Guardian of the Urban-Air Port brand
- + Graphic design of all internal and external communications material
- + PR and media engagement
- + Copywriting and press announcements
- + Strategic planning and benchmarking

- + Marketing and investment deck presentations
- + Management of all digital content including company website and social media accounts
- + Increased online engagement through effective social media campaigns

Creative and Design Lead North Sea Transition Authority (Formerly Oil & Gas Authority)

AB1 Building, 48 Huntly Street, Aberdeen AB10 1SH

Aug 2018 – Aug 2021

- + Creative lead for the organisation. Providing expertise on design and production of key publications and reports
- + Direct support for the Chief Executive on high profile presentations and promotional material
- + Elevated the standard of internal and external visual communications

- + Publication and editorial design
- + Communicated complex technical information through infographic and information design
- + Developed brands for new initiatives
- + Web development using Umbraco CMS

Studio Manager Insights

17 Luna Place, Innovation House, Dundee, DD2 1TP

Sept 2017 – Dec 2017

- + Managed a team of eight designers, mentoring and supporting through thought leadership
- + Accountable for end to end studio process, including responsibility for all projects, account management and traffic in the creative studio
- + Reviewed workflows and processes and developed strategic

- efficiencies to improve productivity
- + Prioritised incoming workload under pressure and effectively assigned projects to team members
- + Benchmarking and metrics, demonstrating the value-add of the in-house creative team

Senior Graphic Designer **May 2015 – Aug 2017**
Foster + Partners
Riverside, 22 Hester Road, London SW11 4AN

- + Supported the Head of Graphic Design for a world leading architecture and design practice
- + Responsible for lead concept design and delivery using both internal and external suppliers to meet tight deadlines
- + Created graphic solutions for competition submissions and design reports, devising bespoke branding for new or existing projects as required by stakeholder groups
- + Researched and advised the team on new developments and changes to industry standards
- + Adopted the role of 'Brand Guardian', ensuring correct implementation of the company identity across all deliverables and leading by example
- + Helped to mentor and encourage team members to ensure best practice through effective leadership

Senior Graphic Designer **Nov 2014 – Mar 2015**
PRP Architects
10 Lindsey Street, London, EC1A 9HP

- + Worked closely with senior members of the practice on innovative bid submissions
- + Exhibition design
- + Infographic design
- + Rendering and photo retouching

Proposals Designer **Oct 2013 – Nov 2014**
ISG plc
33 Aldgate House, London, EC3N 1AG

- + Provided innovative ideas/themes for proposal bids, following ISG brand guidelines, including bespoke covers, dividers, and graphics for iPad submissions
- + Engagement with project managers and senior stakeholders
- + infographics and logistics/sequence diagrams
- + Interview presentations

Graphic Designer **Apr 2012 – Sept 2013**
SBLM Architects
545 W45th Street, New York, NY 10036

- + Website design as part of re-branding strategy
- + Print and digital marketing collateral as part of brand promotion
- + Environmental graphics and client proposal visuals
- + Graphic and editorial layouts for project proposals

PROFESSIONAL EXPERIENCE (PRE-2012)

Architectural Graphic Designer **Jul 2011 – Mar 2012**
Cosmopolitan Glass Inc.

Artworker/CAD Designer **Oct 2003 – May 2011**
Fusion Glass Designs Ltd/Chelsea Artisans

REFERENCES

Ricky Sandhu
Founder & Executive Chairman
Urban-Air Port Ltd
ricky@urbanairport.com

Chris Walker
Head of External Relations
New European Offshore
chrisscottwalker@hotmail.com

FURTHER CAREER ACHIEVEMENTS

Collaborated in the conceptualisation of an Urban Air Mobility global design competition, in partnership with an international aerospace pioneer

Crafted a brand identity for the National Data Repository, a key piece of the UK's digital infrastructure

Partnered with the Apple Design team at Foster + Partners to develop a work in progress book, celebrating the completion of the Apple Park in Cupertino, California

Worked in partnership with a Creative Director to design a screen-printed façade for a flagship John Lewis store

FREELANCE WORK

Six Miles Across London Ltd (small.®) **2017 – 2021**
The Smiths Building, 179 Great Portland St, London, W1W 5PL

Collaborated with small.® – a dynamic architecture and design consultancy – producing publications focusing on innovation to the built environment and tackling environmental challenges to our cities and populations, including: Autonomous Vehicle Design, Urban Air Mobility, and BottleHouse® – Innovative Housing through low tech design and sustainable re-use.

forma FGC, Not for Profit **2011–2014**
UK and Chicago, IL, USA

- + Created a complete brand identity consisting of logo design, stationery and an interactive website and online community
- + Worked closely with the forma founder on marketing strategies to promote awareness, provide education and generate fundraising

QUALIFICATIONS AND TRAINING

Essential Video Skills for Comms **Apr 2019**
Comms2point0 Ltd

Intensive one day course comprising of shooting and editing video using mobile phone technology

HTML Advanced **Apr 2016**
Media Training, London Bridge

Two day training course in Advance HTML coding, CSS and Javascript

Adobe Creative Cloud training **May 2014**
XChange Training, London

Intensive one day course in Adobe Creative Cloud

BA(Hons) Graphic Design **Sept 1998 – Jun 2001**
University of Wolverhampton, West Midlands