

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.lewisjevans.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)

Marketing & Communications Manager James Hutton Limited

Errol Road, Invergowrie, Dundee DD2 5DA

- + Implementing the communications and marketing strategy for all areas of the James Hutton Ltd
- + Managing all marketing aspects for Strategic Business Units and leading on marketing campaigns
- + Stewardship of HubSpot CRM for Sales and Marketing
- + Events management of national and international tradeshows

Mar 2023 - Present

- + Development of messaging and associated content for all marketing collateral
- + Management of all digital channels including website and social media
- + Maintaining effective internal communications for key stakeholders
- + Campaign reporting and metrics

Head of Communications Urban-Air Port Ltd

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

- + 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

Aug 2021 - Jan 2023

- + 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

- + 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

Aug 2018 - Aug 2021

- + 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**

Sept 2017 - Dec 2017

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

- + 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
Foster + Partners**

May 2015 - Aug 2017

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
PRP Architects**

Nov 2014 - Mar 2015

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
ISG plc**

Oct 2013 - Nov 2014

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
SBLM Architects**

Apr 2012 - Sept 2013

545 W45th Street, New York, NY 10036

- + Inhouse graphic design, branding work, web development and large format/environmental graphics

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 2019
Comms2point0 Ltd

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

HTML Advanced 2016
Media Training, London Bridge

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

Adobe Creative Cloud training 2014
XChange Training, London

Intensive one day course in Adobe Creative Cloud

BA(Hons) Graphic Design 2001
University of Wolverhampton, West Midlands