

# LUKE LASENBY

ADVERTISING DESIGN / ART DIRECTOR

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## CONTACT

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## PORTFOLIO

🌐 lukelassenby.com

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## EXPERIENCE

### The Mill

2015 - Present

● *Runner | Junior Designer*

Joining one of the worlds best VFX & post production companies as a Runner enabled a quick integration with The Mill team. Allowing me to work along side London's PR & Marketing team to create and design material for use for internal and external events and projects.

### Alacrity Foundation

2014 - 2015

● *Creative Designer*

Supporting the Foundation & incubator teams with all advertising/marketing and design needs. Working both independently and within a design team enables creativity and understanding of photography, printing techniques and budget handling among other skills.

### THIS IS Grad Show & Publication

March 2015 - June 2015

● *Art & Design Consultant*

Create a consistent brand with a clear message and eye catching design that's versatile enough to pull together a wide range of work that's applied to print, online, social media and exhibition materials. All working to a strict deadline.

### Alacrity Foundation Internship

August - September 2014

● *Design Creative*

Working along side the existing team generating marketing materials creatively solving business tasks and assisting the brand creation of tech start-ups within the Foundation.

### Williams, Murray Hamm Internship

August 2014

● *Creative*

Working under the design team focusing on cleaning up existing designs and creating presentations to show WMH Art Directors current works.

### Ethos

October 2013

● *Creative & Researcher*

A placement working as a creative on upcoming projects. Elements included UX design & development. Utilising creative advertising techniques and in-depth research into digital trends.

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## EDUCATION

### University of South Wales

2010 - 2014

● *BA(Hons) Advertising Design 2:1*

A multidisciplinary Creative Skillset accredited course which has given me experience in advertising, branding, graphic design, digital design, moving image, pitching, planning, production and marketing to name just a few.

### Samuel Whitbread Community College

2008 - 2010

● *A-Level's & GCSE's*

Three A-Level's & Nine GCSE's including Product Design.

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## LIVE PROJECTS

- World Literacy Foundation with Nancy Rice with the Minneapolis College of Art and Design.
- The Body Shop with Franco Bonadio
- Skoda with Fallon London.
- Rebrand Newport with Gill Advertising.
- The Peace Flag with The One Club.

## TECHNICAL STUFF

Works daily with Adobe's Creative Cloud, pen, paper & a coffee or two.

REFERENCES AVAILABLE ON REQUEST.