



PROFILE

A 27 year old with a penchant for live music, street performers, new technologies, French food and expensive designer shoes, Lucia's first love was the blank canvas. The daunting yet compelling idea of endless creative opportunities has inspired a fascination with typography, photography, print production, paper stocks and packaging design. In recent times, she has delved into web design and development, mastering the world of Google and search engine optimisation, experimenting with animation and action script, and learning the ropes of motion type. When she's not plugged into her Mac, her attention is diverted to a 30kg German Shepherd named Dior.

EXPERIENCE

GRAPHIC & WEB DESIGNER, UNO1

NOVEMBER 2005 - JUNE 2008

UNO1 specialises in print and online advertising, branding, corporate identity, web design, search engine optimisation and online marketing. As their graphic designer, it was my responsibility to produce and finesse innovative design solutions at the highest possible standard that meet all components of the clients brief. Day to day tasks included, meeting clients in person to discuss their needs; researching possible design directions and developing and refining final design outcomes; liaising and collaborating with the Creative Director and Account Manager; maintaining and backing up the company server; ensuring all electronic equipment as well as my own skills and abilities are up to date; and suggest great places to have lunch.

Clients include: Unistraw, Green CFD, Australian Open Shutters, Robert Timms, Brita Water
www.uno1.com.au

GRAPHIC DESIGNER, IF YOUR MIND WAS A ROOM

OCTOBER 2003 - NOVEMBER 2005

IYMWAR is a forward thinking boutique advertising agency which specialises in innovative print and web design solutions for clients who require something a little left of field. During my time at IYMWAR, I was fortunate to work with a fantastic team of talented individuals on a wide range of creative ventures which included press advertising campaigns, branding and corporate identity, as well as online advertising and website development projects. My time at IYMWAR taught me how to think outside the box and encouraged me to approach design projects with new ideas that challenge the norm.

Clients include: News Limited, 42 Below Vodka, Inspire Foundation and RSPCA
www.ifyourmindwasaroom.net

GRAPHIC DESIGNER, CHARLES LLOYD

OCTOBER 2003 - NOVEMBER 2005

Charles Lloyd specialises in marketing commercial, residential and industrial real estate. It was a fast paced, young and energetic agency where the deadlines were tight and the

pressure was on to deliver fresh dynamic designs, at a high standard. My time at Charles Lloyd proved to be a valuable lesson in time management and how to juggle numerous projects at once. Charles Lloyd allowed me to also project manage jobs I was responsible for. As a result, I was able to meet and speak with clients directly, collaborate with outside contractors such as photographers and print brokers, and generally oversee the entire job from conception to delivery.

Clients include: Macquarie Bank, Charter Hall, iinet, Parbury and Property Today

www.charleslloyd.net

PRE-PRESS DESIGNER, ANNANDALE PRINTING

SEPTEMBER 2002 - OCTOBER 2003

Annandale Printing exposed me to my first commercial experience as a graphic designer while I was still completing my design degree at UTS. It was here that I gained crucial experience and knowledge when it came to preparing files for print and how the pre-press process worked. Duties included designing corporate identities, brochure and pamphlet collateral design, checking supplied artwork, making all artwork press ready, checking print proofs and ensuring clients receive their material within the deadlines.

www.annprint.com.au

EDUCATION

University of Technology, Sydney

B.Design (Visual Communications) Second Degree Honors, 2004

Alpha Computer Consultants

Adobe Dreamweaver, Website Development, 2007

Equatorial

Advanced Quark Xpress 6 Training, 2006

Rosebank College

Higher School Certificate, UAI 96.05, 1999

AWARDS

Bell Awards, Australian Business and Specialist Publishers - 2006

FastThinking Magazine - Business-to-Business Magazine of the Year, Winner

Bell Awards, Australian Business and Specialist Publishers - 2006

FastThinking Magazine - Innovative Magazine of the Year, Runner Up

SKILLS

CREATIVE

RELATIVE COMPETENCY



GENERAL



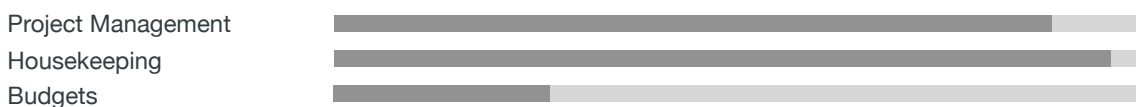
PRINT



INTERACTIVE



STUDIO



REFERRALS

Glenn Mabbott, Creative Director
 UNO1, Woolloomooloo
 Phone: 02 9361 0718
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Joanna French, Account Director
 UNO1, Woolloomooloo
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