

Lucy Sims

DESIGNER

Hertfordshire, UK

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www.lucysims.com

Skills

- Illustrator
- Photoshop
- InDesign
- Dimension
- Kasemake
- Trend Research
- Concept Design
- Licensed Design
- Prototyping
- MAC OS
- Microsoft Office

Achievements

B&LLA Licensing Awards 2021

Best brand licensed health and beauty product or range - Eve Well Slept.

Education

University of Hertfordshire
BA Hons Product Design
2011-2014

Summary

Creative Designer with 7 years of experience in creating gifting and licensed merchandise products. Proficient in the entire design process, including trend research, concept development, prototype creation, and producing print-ready artwork. Skilled in delivering innovative designs that meet client briefs and exceed expectations.

Professional Experience

Design Group

Creative Designer

November 2019 - May 2024

Working as part of a team that specialises in researching, designing, sourcing and distributing both licensed and bespoke food and non-food gifts to many major high street retailers.

Responsibilities:

- Support the execution of multiple creative projects from concept to delivery.
- Communicate with other teams and stakeholders including licensors.
- Trend research (WGSN, Trend Bible & Trade Shows).
- Follow and implement style guides.
- Create concept visuals.
- Cutter guide amendments.
- Produce high quality print ready artworks.
- Packaging prototyping and mock ups.
- Photo retouching.

The Gift Scholars

Product & Graphic Designer

January 2019 - November 2019

Designing bespoke textiles, giftware and other merchandise from initial concept to production for major sports teams, theme parks and other brands including, Tottenham Hotspur, Blackpool Pleasure Beach and Rainforest Cafe.

Responsibilities:

- Concept generation.
- Create marketing material to support product sales.
- Ensure designs adhere to style guides.
- Create concept visuals.
- Create technical specifications.

MJS Group Ltd

Graphic Designer

January 2017 - December 2018

Responsible for producing and updating user manuals and product leaflets, preparing and approving artwork for silk-screening and user interface decals.

Responsibilities:

- Producing and updating user manuals and product range leaflets.
- Preparing and approving artwork to be used for silk-screening.
- Designing interface decals for medical pump unit, focusing on usability.
- Creating illustrations and diagrams to support manufacture instructions.