

LYDIA TEEBAY

CREATIVE / DESIGNER / PROBLEM-SOLVER

STATEMENT

I am looking to join an innovative team within a creative studio that I can inspire and be inspired by. I have a wealth of varied experience within creative, design and production, but I am eager to be pushed, to learn and to gain more skills. I've worked across everything from branding, advertising, full campaigns, websites, digital, ux/ui, platform, app, print, POS, exhibition and large format design, animation and moving image. Having moved roles from creative design to management to tech and product, I have realised that I am a team player and enjoy working on any level, be that directly on the design or at a higher managerial level. What matters most to me is feeling and being a part of something that really matters - this is when I thrive.

PORTFOLIO

www.lydiateebay.com

SKILLS

Project management
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
UX
UI
WordPress
Mailchimp
Web development
Basic html/css
Digital design
Office 365
Adobe Premiere Pro
Adobe After Effects
Agile methodology
Team management
Finishing a sudoku

EDUCATION

2011 - 2014

BA (Hons) Graphic & Media Design & Communication, at London College of Communication, University of the Arts, London

2010 - 2011

Foundation Art & Design, at London College of Communication, University of the Arts, London

2008 - 2010

A Levels: Graphic Design (A*), Spanish (A), French (B), Maths (C)

REFERENCES

Available on request.

EXPERIENCE

February 2018 - Present

AERATE INC / Head of Product & Creative

I am responsible for design and production across a wide range of concepts, managing both internal and external resources. I coordinate the production and development work, aligning them to meet budget, timescales and client expectations. I have a lead role in managing the products, developing new product ideas and delivering from concept to production and implementation. My keen eye for detail provides quality control over the whole process.

- Managing a design and development team of 7
- Leading the delivery of a product - from research to design to development and production
- Creating and managing the branding and visual identity of the company and it's concepts
- Managing and taking part in the design across all aspects of the company (e.g., investment decks, mail-outs, web-design, social media, client project work) whilst ensuring they are on-brand
- Finding and creating on-going relationships with outsourced resources and with potential clients
- Conducting research into the current market and the users needs and expectations
- Developing and leading the production using Agile methodologies
- Creating site-maps, tech-specs, SOW and project timelines
- Creating and managing the product backlog using the MoSCoW method to prioritise
- Performing regular user tests and quality assurance
- Taking part in the company mentoring scheme
- Running the company and it's concept's individual social media accounts
- Taking part in the organisation of team bonding events

Jan 2017 - February 2018

EARLY WMC / Head of Design

As Head of Design I was responsible for developing and managing all aspects of design and creative output - having the final say over anything that went out to the client. I implemented new processes and structure in order to improve the team's efficiency. As well as liaising daily with external suppliers, I was also the main point of contact for all clients.

- Looking after a creative team of 4
- Managing and taking part in the design of all assets needed within the agency
- Ensuring that all outputs are on-brand, on-time and on-budget
- Implementing new structure and processes to promote collaboration within the creative team
- Improving the briefing process between the studio and different departments
- Conducting 1-1 reviews with the creative team
- Managing resources both internal and external
- Responsible for interviewing and hiring new team members and/or outsourced resources
- Creation of SOW and contracts to be used with clients and outsourced resources
- Creating and managing the branding and visual identity of the company and it's clients
- Creating and running training sessions for the company to improve their knowledge and skills

Sept 2016 - Jan 2017

VERBALISATION & GLOBAL INFLUENCE / Graphic Designer & Project Manager

At Verbalisation & Global Influence, I worked within the creative team on many different projects for clients such as News UK, Japanese Tobacco Industries, The US Government and The Quillam Foundation. As the project manager for the FATE Campaign (a campaign that directly opposed DAESH propaganda), my tasks included (but were not limited to) idea conception, UX / UI, web-design, graphic design, and managing the team (both in and out of house) in order to create one solid campaign that ran coherently across 5 different countries and languages.

May 2015 - present

LUNA DESIGN HOUSE /

Founder, Director, Designer

June 2015 - Dec 2015

CAKE TECH (AMEX) /

Graphic Designer

Oct 2014 - Oct 2015

GOODLIFE PROJECTS /

Graphic Designer

May 2013 - Sept 2014

MEGA EVENTS /

Graphic Designer

2011 - present

FREELANCE DESIGNER