

LUCY BAKER

Portfolio: <http://www.tamagodesign.co.uk>

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I am a **business-minded in-house designer**. I enjoy seeing the impact that design has made to a business and applying this knowledge to improve future materials. I have **18 years' experience** in Graphic Design. I have start-up to scale-up experience, where I built and headed the design function within marketing across **two B2B SaaS technology companies** and was part of the team which took a cybersecurity technology company from a UK business of 50 people with a revenue of £4m to a global business of more than 350 people and a revenue of \$55m, and featured in the 2020 and 2021 Financial Times' FT1000 for revenue growth. I am passionate about my work and believe that **good design** is necessary for effective communication.

RECENT EMPLOYMENT HISTORY

Orbus Software

Enterprise architecture SaaS technology company,, headquartered in London.

11/2022 - Present Senior Designer

Founding the design function within the marketing department of an EA software company. Lead designer, experienced in rebrands for tech companies, currently working across a wide variety of projects and materials, including video, digital and print.

- Creation and establishment of design processes, including building an automated briefing system in Asana, to enable the future scale-up of an in-house design function.
- Working with key stakeholders and establishing relationships with related functions (including Product Design) across the business. This includes clarifying briefs (where required) and responding to feedback.
- Managing freelance designers and mentoring the junior designer. This includes providing feedback and guidance.
- Self-starting projects where there are gaps in materials or where upcoming requirements can be foreseen. This includes the creation of processes to increase efficiency
- Leading a product rebrand, including logo design, brand guidelines creation and materials design. Also including new corporate guidelines, photography and illustration guidelines. Including communications to wider company.
- Providing advisory on company core messaging, including mission and purpose.
- Design of various materials for digital and print, e.g. ebooks, datasheets, web banners, video/animation, stand design, merchandise and other assets.

“The most organised Creative Director I have ever worked with.”

- Senior director at Egress

Egress Software Technologies

Cybersecurity SaaS technology company, headquartered in London.

06/2020 - 05/2022	Creative Director
02/2018 - 06/2020	Corporate Brand and Design Manager
11/2016 - 02/2018	Senior Graphic/Web Designer Team Lead
11/2015 - 11/2016	Senior Graphic/Web Designer

- Brand strategist: Understanding the objectives of the business, competitor competition and needs of the target audience, and applying these to overall design priorities and initiated projects. Ensuring materials communicate effectively both what the business wants to say and what the audience expects to see.
- Brand development: Building the 2022 brand refresh, incorporating new strategies and information, and working with the in-house team and freelancers to develop templates and new materials. Additionally leading the 2020 rebrand of the business, including brand communication and wider dissemination, and spearheading the 2017 visual brand refresh.
- Working on campaigns, including initial discussions and ideation, as well as campaign identity. One campaign I ideated led to an increase of over 1000% in website traffic on one day.
- Working closely with the founders and senior executives of the business, including brand discussions, defining objectives and working on particularly sensitive projects. Presenting work to additional in-house clients, with the ability to ask questions and challenge assumptions.
- Excellent attention to detail. Ensuring team, freelancer and agency outputs meet the initial brief as well as are created to a high standard and maintaining consistent visual communication across materials.
- Managing a small in-house team, providing support and mentorship to allow them to develop their key talents and confidence in their own abilities. Providing project prioritisation and cross-team cohesion.
- Building team processes, such as the design database, briefing process, SLAs.
- Providing feedback to in-house and external designers and agencies. Ensuring that briefs are both accurate and clear so that objectives are met.
- Introducing a DAM system (Canto) for sharing materials across the Sales and Marketing teams, with the prime objective being sales enablement, but which also enables version control.
- Hands-on design work using Adobe CC products. This includes creating a wide range of materials; including web design, event stands, video, illustration, datasheets, banners, etc. Any new information (FullStory, Hotjar, interviews) or A/B testing is actioned in designs.

“A great all-rounder.”

- Senior executive and board member at Egress

LGC

Large UK chemical and life sciences laboratory, including standards, genomics, pharma and forensics.

09/2012- 11/2016 Graphic Designer

- Digital design: including web banners, interactive illustration, HTML emails, web PDFs, etc.
- Print design: including flyers, brochures, posters, catalogues, events signage/banners, etc.
- Videography (filming and editing) and 2D animation

Freelance

Direct work for various clients.

04/2004- 12/2015 Graphic Designer, Web Developer and Storyboard Artist

Sharkius Games

Flash-based UK online games company.

05/2012- 07/2012 2D Illustrator/Animator

Market Intelligence Ltd

Fresh produce magazine publisher and global events company, based in London.

09/2007- 09/2010 Junior Creative Artworker

Pindar Set

Bristol-based company which produced adverts for print.

06/2006- 07/2007 Graphic Artist

EDUCATION

MA 3D Computer Animation (Merit). 2010-2011. Bournemouth University. Bournemouth, UK.

BA (Hons) Graphic Design with Animation (2.1). 2002-2005. University of the West of England. Bristol, UK.

BTEC Foundation Art (Merit). 2001-2002. Wimbledon School of Art. London, UK.

A Level Graphic Design (B), A Level Maths with Statistics (B), A Level Biology (C), AS Level Geology (B). 1999-2001. Richmond Upon Thames College. London, UK.

HIGHLIGHTED SKILLS

Adobe Creative Cloud:

Illustrator, Photoshop, InDesign, Acrobat, XD, Dreamweaver, Animate, Premiere Pro, After Effects.

Web design:

HTML/CSS knowledge, design and build of websites and web pages, building emails, also experienced in Marketo.

Management:

Building an in-house design studio, managing a small team of creatives, responsibility for freelancers and agencies, giving feedback.

Personal skills:

Self-starter, excellent attention to detail, ability to challenge status quo, described as nice and approachable.