PORTFOLIO

Tish Lloyd-Lucas

IE: 085 867 1795 Email: tish@tishll.com

Web: tishll.com

YouTube: @tishlloyd-lucaswork



About me

If you're looking for a graphic designer/creative artworker with a meticulous eye for detail, look no further! With over 32 years of graphic design and artworking experience, I've picked up a trick or two along the way.

Starting my career back in the days of a drawing board and scalpel, I've worked for design agencies, printers, publishers and myself for a wide range of industries, latterly specialising in leisure and retail – these days using a Mac!

I enjoy keeping abreast of this constantly changing sector and the efficiencies that evolve. I'm always learning new skills and software so that I can offer my clients everything they may need.

I'm equally at home freelancing either onsite or remotely, or working directly with clients and third party consultants and mentors. I offer the design and creation of accurate, effective artwork and graphics, without expensive overheads.

I also offer photography and videography work and am a licensed and fully insured drone pilot.

If you'd like to see some of my more recent projects, please use the navigation panel to browse. There's a lot there so feel free to jump to areas of interest to you!

Thanks for your time.

Tish

Tish Lloyd-Lucas

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- 2.0 Digita
- 3.0 Large Format
- 4.0 Photography
- 5.0 Videography
- 6.0 Logos and Branding
- 7.0 Illustration
- 8.0 Wordpress
- 9.0 Curriculum Vitae

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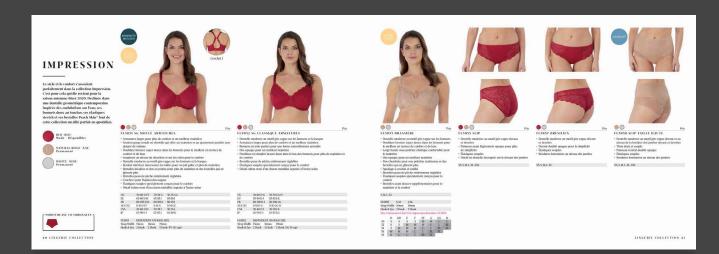
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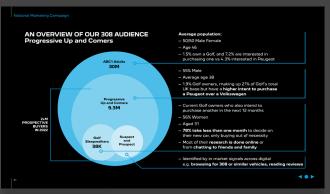
- 1.1 Brochures
- 1.2 Merchandising Manuals
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- 1.6 Flyers
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New to Market











Packaging Refresh







After



Before



After

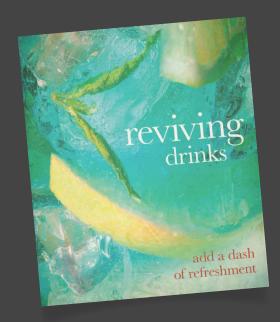
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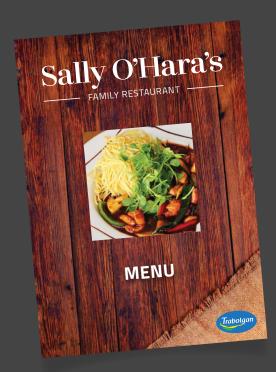
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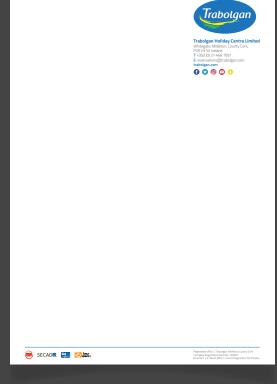
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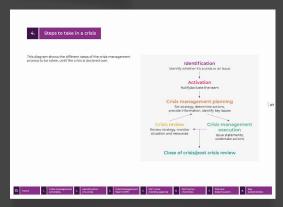








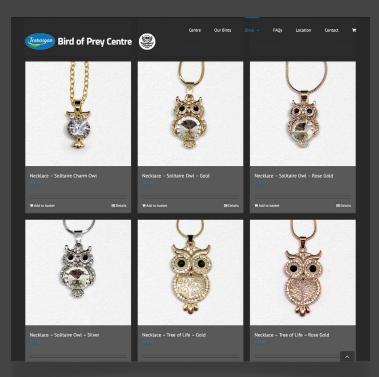




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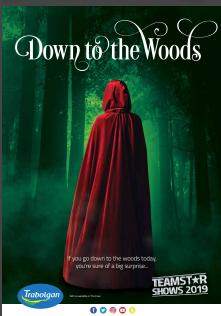
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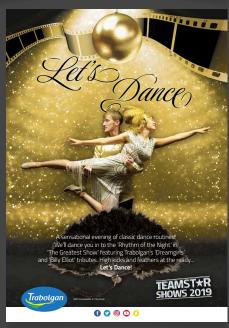
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Extended













After

- 4.0 Photography

 - 4.5 Retouching

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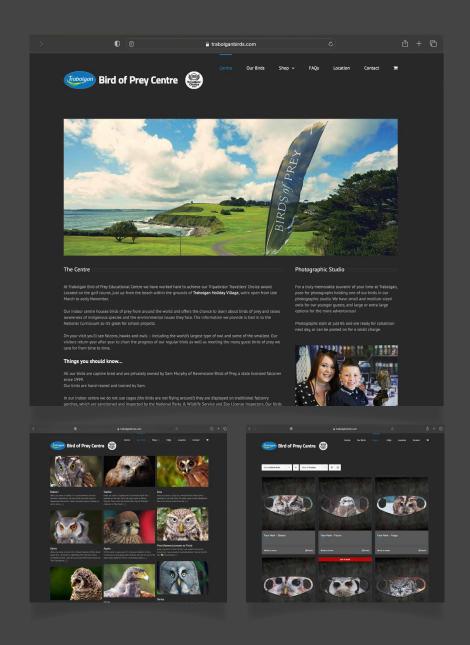


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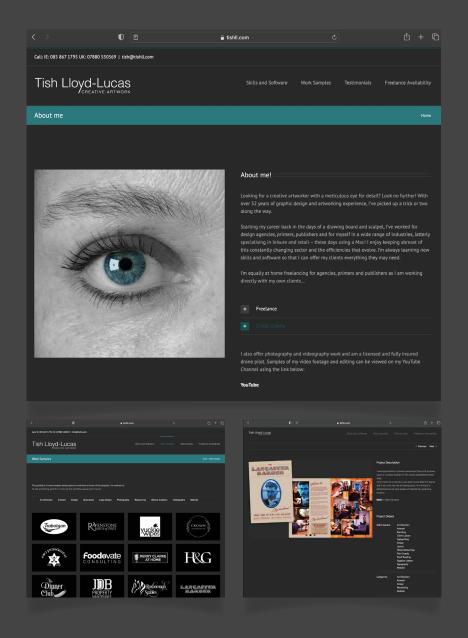
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Skills and software

I'm renowned for my eye for detail and strong retouching, typography and layout skills.

I have an excellent knowledge of print and finishing techniques and product packaging regulations, as well as being a pretty handy proofreader. I'm efficient, organised, logical and methodical in my approach to working on large projects.

I also offer photography, videography and I'm a licensed drone pilot.

The fullness of each of the circles below is an indicator of how accomplished I am in each application currently, but I'm always learning!



Education and achievements

Alice Ottley School, Worcester

Pershore High School - 8 GCSEs

Herefordshire College of Art & Design -Foundation Course

Evesham College - HTML Programming

Awarded First Place in the Classic Car Weekly Club Magazine Awards for The 1100 Club's "Idle Chatter"

References

Deirdre Mannion Trabolgan Holiday Village Whitegate Midleton Cork P25 HY10 086 295 1005

deirdre.mannion@trabolgan.com

Additional references available on request.

About me

If you're looking for a creative artworker with a meticulous eye for detail, look no further! With over 32 years of experience, I've picked up a trick or two along the way.

Starting my career back in the days of a drawing board and scalpel, I've worked for design agencies, printers, publishers and myself for a wide range of industries, latterly specialising in leisure and retail - these days using a Mac!

I'm equally at home freelancing either onsite or remotely, or working directly with clients and third party consultants and mentors

On a personal note, I love my cats and enjoy DIY (particularly woodwork), driving, live music, kite flying, pottery, gardening and travel.

Experience

January 2014 - present

Freelance Creative Artworker and Graphic Designer

The majority of my work is servicing direct clients and consultants, I'm also available for freelance opportunities, remotely or onsite.

Recent projects include: brochures, menus, logos and branding, packaging, flyers, posters, stationery, signage, digital signage, online graphics, interactive PDFs, vehicle liveries, uniforms, wristbands, exhibition stands, pull-ups, banners, flags, billboards, press ads, wedding stationery, video capture and editing, drone footage, animated graphics and GIFs, photography, photo retouching, illustration.

A small selection of my work can be viewed on my website here.

I'm happy to supply samples of specific projects/skills on request.

October 2007 - January 2014

Head of Creative Services - Pure Leisure Marketing, Birmingham Raised standards in the creative department. Introduced a proofing system, changed the workflow system and got the department working cohesively, whilst being a hands-on creative artworker in this fast-paced environment. Liaised with clients and art directed photoshoots. Coordinated IT and equipment purchasing.

June 2001 - October 2007

Head of Artwork - Keane Brands, Birmingham

Joined as an artworker, progressed to head up the artworking team and took over scheduling. Hands-on artworker for leisure and retail clients, ensuring accuracy and continuity across estates to tight deadlines. Involved in the creation and management of brand guidelines, working directly with clients.

April 2001 - June 2001

Freelance Artwork, Design and Magazine Production

Continued working on one of the titles from my previous role on a freelance basis while looking for the right permanent position. Also worked in agencies on design concepts and artwork production.

April 2000 - April 2001

Mac Designer - 10 Publishing/Mill House Media, Sutton Coldfield Worked on four monthly magazine titles and four weekly newspapers, designing adverts, checking supplied artwork and designing editorial pages. Company closed.

August 1993 – April 2000

Studio Manager - Evesham Printers, Evesham

Set up a studio within a litho and letterpress printers, where I developed a workflow system taking jobs from the initial brief, through to completion. I was involved at every point of the print production process.

August 1991 – August 1993

Proprietor - Fine Design, Pershore

Computerised the traditional skills I'd learned previously to meet the increasing demand for speed, efficiency and economy.

January 1990 - August 1991

Trainee Finished Artist - Design Plus, Pershore

Learned all aspects of traditional artworking the old-fashioned way - on a drawing board. Company closed.

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Tish Lloyd-Lucas

- 6.0 Logos and Branding

- 9.0 Curriculum Vitae

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