

166 TRINITY ROAD  
LONDON, SW17 7HT  
(+44) 7551 785769  
LUCIEJANINE@GMAIL.COM

# LUCIE EDWARDS

---

## PERSONAL STATEMENT

I am a motivated, fun and intuitive designer who was born in Rotorua, New Zealand. My passion for design has taken me to the other side of the world, where I intend to begin a new chapter in my design career. I am looking for roles that can challenge my creative mind. I am known for my inquisitive nature which I use in my design process. I am passionate about understanding the 'why' behind behaviours to anticipate my user's needs. Translating key insights into practical design solutions is what drives me personally in design.

I have proven strong leadership skills; managing staff, projects and ensuring that key milestones are achieved to a high quality and delivered on time. I am a natural design thinker. My brain is wired to think outwardly and openly about the design components and the process to achieve breathtaking revelations and solutions to problems. I have experience developing interactive, responsive online experiences and a demonstrated history of working in the creative industry.

I have strong in Adobe Illustrator, Indesign and Photoshop, CAD(Computer Aided Design), 3D model making, HTML and CSS, Front end digital design.

## EXPERIENCE

### **Zoopla, London, United kingdom** – *Digital Graphic Designer*

SEPTEMBER 2017 - CURRENT

Zoopla is operated by a multi-brand company ZPG who has a multi-channel approach across the property lifecycle. ZPG engages with over 25,000 business partners. I work in the B2B marketing team, to build, grow and develop our relationships with the companies business partners. Our objective is to amaze our client base and create customers that advocate for ZPG products. I am responsible for the digital redesign of our B2B business websites, collaborating with marketing, SEO, business stakeholders and other design teams to deliver an online experience for our business partners that communicate our value quickly and clearly across multiple devices. Creating a clear customer journey that will increase their understanding of the product. I am also the key digital designer on the B2B marketing team, working on email engagement. In this role, I advocate the use of data and robust testing to provide valuable feedback and insights into the design process.

- Designing mobile first websites, that users can access on any device
- Using HTML to create engaging email designs
- Spearheading testing and gathering data to provide design feedback to improve customer engagement. Resulting in creating a responsive email template to communicate data to a broader audience created new engagement with audience including sharing on social media, 11.7% click-throughs
- Responsive website design development.
- Completion of ilm leadership course in the digital media sector
- Training in software programmes: Page tiger, google web designer and sketch

## **Te Kura, Wellington, New Zealand – Digital Designer**

JUNE 2016 - JUNE 2017

Te Kura is New Zealand's Correspondence school from primary to secondary education, catering for a broad range of ages and abilities. In my role I worked with the teachers to build an online learning experience that would engage and educate a student. I was responsible for all stages of the design process, collaborating with audio teams, teachers and editors to deliver an online learning experience for the student that is engaging, fun and also informative. Due to my ability to successfully deliver high-quality results on time, I was selected to work on two other project teams alongside my role. I worked on the website redevelopment team and also was the lead designer on creating the professional development online template.

- Using HTML and CSS to create exciting and intrepid Lessons.
- Meeting deadlines to deliver high-quality design solutions.
- Project managing the development of modules.
- Responsive website design development.
- Creating Adobe Indesign booklets.
- Completion of Javascript Basics Training Course with Catalyst.

## **Credit Consultants, Wellington, New Zealand – Team Leader**

JANUARY 2015 - JUNE 2016

Credit Consultants is a credit reporting and management based company. I managed and assisted in training staff in the call centre, resolving customer complaints. With my aptitude for managing staff to achieve targets, I was chosen to train and lead a small group of staff to execute specialist calls. I then moved on from the call centre to work with the Managing Director of the company to redesign the website. I created a more user-friendly and modern website to drive new business.

- Hiring and retaining the best talent to achieve monthly targets.
- Delivering reports to clients on time.
- Managing and motivating a team of 16.
- Designing a new website to promote new business.

## **Embracing It, Wellington, New Zealand – Freelance Graphic Designer**

MAY 2015 - DECEMBER 2015

Embracing It is a health and lifestyle company that promotes clean eating and regular exercise. I created a brand identity for the new business, working with Emma, the founder to ensure it represented her vision for Embracing It.

- Creating a visual identity and branding for the company.
- Conceptual sketching and development.
- Managing stakeholders through the design process that resulted in additional business.

## **Broken Back Games, Wellington, New Zealand – Designer**

APRIL 2015 - JUNE 2015

Broken Back games is a start-up company in the Gaming Industry. Working with Founder Mark Major at the Global Growth Programme at Wellington's incubator Creative HQ to create games via crowdsourcing. I supported the development of marketing strategy for the Pledge Me campaign for the Game 'Plunge'. I was also responsible for the creation of graphical artefacts for the mobile app.

- Working with a start-up company which successfully developed and released a mobile game.
- Creating and implementing marketing strategies to generate excitement and funding through crowd sourcing channels.
- Illustrating sea-life characters for the app.

## **VMS, Wellington, New Zealand** – *Product Design Intern*

MARCH 2015 - JUNE 2015

VMS is a company developing a new product. This work is currently under NDA and does not currently reside on my portfolio. I hope to include this in the near future. I collaborated with the industrial designer to develop and create concepts for the looks like and works like prototypes. The outcome of which was presented to shareholders to be approved for manufacture.

- Conceptual sketching.
- User experience research.
- CAD file creation and development.

## **EDUCATION**

### **Massey University, Wellington** – *Bachelor of Design Honours*

FEBRUARY 2011 - DECEMBER 2014, GRADUATED May 2015

### **Rotorua Girls High School, Rotorua**

FEBRUARY 2005 - DECEMBER 2009

## **PORTFOLIO**

To see some examples of my design work, please go to [LucieEdwards.com](http://LucieEdwards.com), examples of my design process are available on request.