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Experience | 10+ years

I'm a Lead Graphic Designer currently working in Soho, London with over 10 years commercial experience. With previous experience in both the out-of-home industry and charity sector, I am at present, formally responsible for managing the central design Studio and the work it undertakes at Nelson Bostock Group (Fever and Nelson Bostock).

Since 2013, I have worked with great passion and dedication as the sole designer to build out and manage a Studio team that has transformed the way the agencies present themselves. Not only revolutionising their agency branding and collateral, client design capability and new business responses all with a solid consumer and B2B understanding. But developing and retaining design talent, traffic managing and winning pure design new business. Key Clients include: Canon, Sky, NOWTV, Toshiba, EE, PlayStation, Ofwat, IOSH, Eddie Stobart and The Unlimited Group.

Graphic Design to me is nothing without a strong concept, approach and art direction. I believe in creating the whole package. I am a very determined and hard working lead designer, looking for somewhere to grow and develop within the commercial world.

Current employment

Lead Designer - April '16 to present
Nelson Bostock Group
10 Great Pulteney Street, London, W1F9NB
www.nb-unlimited.com | www.feverpr.com

Responsible for the personnel, commercial and creative output of the Nelson Bostock and Fever Creative Studio. Working across day-to-day logistics and future vision for driving success to creative solutions and art direction of the team working across print, digital, animation and powerpoint projects. With the support of the board, I have grown and established a creative offering for the PR group, elevating their creative approach to design for in-house, client and new business projects. However, have also secured pure design clients through competitive pitches driving revenue and reputation of the Studio team within industry.

Internal progression within Nelson Bostock Group.

Group Designer - March '13 to March '16

Sole Group Designer servicing all three agencies, Nelson Bostock, Fever and Things with Wings. Design projects range from high profile new business pitches and agency in-house design projects to PR campaign design work for the likes of HTC, Canon, Universal, EE, Playstation, Toshiba and Dreams.

Previous employment

Graphic Designer - July '12 - March '13
Leukaemia & Lymphoma Research
30-40 Eagle Street, London, WC1R 4TH
www.beatingbloodcancers.org.uk

Part of the in-house design team creating predominately on brand designs across various digital and print based media. With a selection of off brand design created in conjunction with corporate partners.

Lead Print Designer - October '10 - July '12
JCDecaux Ltd, Capital House, Chapel Street, London
www.jcdecaux.co.uk

Internal progression with JCDecaux UK Ltd

Brand Designer - July '10 (4 month project)
Sales and Marketing Designer - December '08 - July '10

Working with an in-house design team producing a diverse range of Sales and Marketing collateral, specialising in print projects. Working both independently and as part of a team to successfully meet high pressured deadlines. Projects ranging from branding, multi-million pound corporate tenders, brochure design, direct mailers, packaging, and client bespoke presentations to artworking large format outdoor advertising posters and leading design input for corporate exhibitions and events.

Achievements and other work experience

February 2018 | Eddie Stobart Logistics

Successfully led the NBU Studio team to securing the ESL website commission through three rounds of competitive pitching. Our approach featured a combination of consultancy, positioning, design, build and animation, and positions us as an extension of the in-house team at Eddie Stobart.

August 2017 | Computer Arts Magazine

Double page spread feature interview for the 'How to get a Design job article.

January 2017 | Institute of Safety and Health

NBU Studio won a competitive pitch to create the visual identity and online platform for IOSH's new five-year global strategy. The identity, web presence and campaign content outlined the organisation's vision and strategy for a safer world of work by 2022. It needed to engage audiences in the developed world as well as the developing world, like India and Qatar, where health and safety is a matter of life and death.

September 2016 | Ofwat

Successfully lead the NBG Studio team to secure a two year tender of creative work to support the marcomms team at Ofwat, I have been responsible for the production and art direction of branding, animation, brochure and infographic work.

Freelance

On going commissions worked on over the last 10 years range from branding, invitations and charity event support.

Holmes and Marchant Work Placement, Marlow
www.holmesandmarchant.com

A 2 week placement in 2008. Working both independently and as part of a team across concept development and visualisation. The role also involved image searching and general junior duties.

Iris Graduate Work Placement, March 2008
www.irisnation.com

A 3 week placement working in a team of six. Idea generation and visual experiments across concept development and visualisation. The role also involved image searching and general junior duties.

Hamburg Exhibition, January 2008

Representing my university course, exhibiting a project poster demonstrating processes involved in taking an idea through to completion. A joint exhibition between BCUC, DFI and ISTD.

Iris Potential Competition 2007
www.irisnation.com/irispotential

Successful entry, subsequently participated in their graduate workshop day, involved responding under pressure to an unseen brief with a strategic and ideas led advertising campaign.

Skill Set

Software

- Advanced Adobe Photoshop, InDesign and Illustrator
- Advanced Powerpoint, Microsoft Excel and Word
- Intermediate WordPress CMS experience

Commercial

- Confident communicating across a hierarchy of business
- Studio finance - budgets, quotations and production
- Talent development, retention and performance management
- Extensive production management, sourcing and liaising with new print, web developer and animation suppliers, establishing good working relationships.
- Confident in being main client contact
- Successful and proven pitch lead experience
- Strong briefing, art direction and critiquing approach

Design

- Corporate branding & design
- Vast brochure and catalogue management and production
- Lead designer on multi-million pound high pressured corporate tender responses
- Exhibition - planning, design and artworking.
- Artworking - for a range of different formats both large and small
- Conceptual design - advanced Photoshop visualisations for pitches & presentations
- E-Marketing - design for HTML emails with mobile and desktop
- Front end web design and user experience
- Vector and bespoke illustration
- Storyboarding for animations
- Social asset creation
- Keen interest in art direction, design and photography

Colleagues sum me up

Good chat, attention to detail, reliable, team player, organised, imaginative, committed

Education

2005-2008

Ba Hons Graphic Design and Advertising (2:1)
Buckinghamshire Chilterns University College
High Wycombe, Buckinghamshire, HP11 2JZ

2004-2005

Foundation Diploma in Art and Design (Merit)
Basingstoke College of Technology, Worting Road,
Basingstoke, Hampshire RG21 8TN

2002-2004

3 A Levels, A-C grade, Graphic Design, Business Studies & ICT, AS Level in Psychology.
Queen Mary's College, Cliddesen Road, Basingstoke,
Hampshire, RG21 3HF

1997-2002

9 GCSE's A-C Grade

Testbourne Community School, Micheldever Road,
Whitchurch, Hampshire, RG28 7JF.