



Lucy Haydon

Illustrator

London, UK

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Languages

French (Basic)

English (Fluent)

About

I graduated in 2022 from Illustration and Visual Media at UAL, an experience which gave me in-depth understanding of design software and principles, and exposure to a large network of creatives. In addition to this, I have 6 year's professional experience in graphic design predominantly for luxury fashion. My practice combines digital and analogue processes to make compelling fashion campaigns, using sustainable methods.

BRANDS WORKED WITH

- Collagerie
- I N N I S
- Kingdom Faith Church
- Sabichi Homewares
- SYSE
- Third Rail Creative
- Wolfgang Creative Agency

Experience

● Mid weight graphic designer

Wolfgang Creative Agency | Nov 2022 - Mar 2024

Collaborated on CRM projects for YSL Beauty, Kiehl's and Urban Decay. Art direction, pitching and wireframing for a pre-launch beauty startup, successfully ensuring client happiness.



● Junior graphic designer

Sabichi Homewares | Feb 2022 - Jun 2022

Roles included art direction, photo retouching and design for web and print. I was also involved in the rebrand for PIFCO, a global electronic goods brand.



● (screenprint studio) freelance printmaker

Third Rail Creative | Sep 2021 - Jan 2022

As a freelancer I have been involved in the smooth running of print-making for events with clients including ADDIDAS. I have grown so much through thee experiences as they also include some teaching, and working as a team to ensure printing runs smoothly even with hundred of customers.



● Editorial intern

Collagerie | Jul 2021 - Aug 2021

This role within an international fashion platform gave me various opportunities to edit photos, consider web design and bring forth engaging ideas for edits.



● graphic designer & fashion design assistant

I N N I S | Jan 2020 - Jul 2021

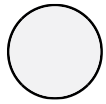
I supported our CEO in all aspects of the business. My creative roles were mainly producing the tech packs (patterns), creating email marketing campaigns, creating animated content for social platforms, and designing/maintaining the website. It was a thoroughly enjoyable and inspiring role, and gave me valued insight in a small luxury brand.



● Graphic designer

Kingdom Faith Church | Sep 2017 - Sep 2018

This was my first time managing graphics projects from conception to completion. It involved advertising flyers, rebranding, social media content, and posters, amongst other things. The result of these projects was higher attendance at events, and made life easier other teams such as administration as well communicated flyers meant less phone calls for them. It was a privilege to be part of a small friendly design team, so I learnt to give and receive feedback in constructive ways, be a team player and often produced material to tight deadlines.



- **First Catch Marketing Manager**

SYSE | Jan 2016 - Sep 2018

Responsible for marketing and PR, as well as generating content for social media.