

Zoë Arlidge-Lyon

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Graphic Designer

about

I am a graphic design student going into my fourth year at Duncan of Jordanstone College of Art and Design (DJCAD), Dundee, with a passion for creative problem solving. I am hard-working and determined, with a strong focus on creating designs that are conceptually clever and professionally executed. I always aim to explore the parameters and push the boundaries of the concept or medium I am working with. I also love variety and working across different disciplines and mediums, exploring the versatility of design thinking.

I work well in group and individual settings, staying motivated and maintaining a methodical and analytical design process.

I enjoy bringing themes of social betterment into my designs. I am not afraid to explore political topics regarding standing up for marginalised communities and improving our planet. Having the ability to make a difference in the world through design is extremely fulfilling for me and important for society.

I have a wide scope of interests in the graphic design field and am always keen to gain more skills and experience within the industry.

skills & interests

Design

Motion design, design for print, editorial design, typography, branding, campaign design and web design.

Technical

Proficient in Photoshop, Illustrator, InDesign, After Effects and Premiere Pro.

Interpersonal

- Hard-working, communicative and positive team player
- Pitching and presenting skills
- Responding to constructive criticism and feedback
- Interacting with clients with confidence

Language

Conversational Spanish

education

September 2018 - June 2022

Duncan of Jordanstone College of Art and Design, University of Dundee

BDes Graphic Design - Currently studying, entering 4th year

September 2016 - June 2018

George Watson's College

International Baccalaureate (IB) - 42 points

work experience

January - May 2021

Graphic Designer for The Magdalen Magazine

<https://issuu.com/themagdalen>

DUSA The Union, University of Dundee, Airlie Pl, Dundee

- Executed considered page layouts and handled typography using InDesign for a range of articles.
- Designed a variety of subject specific editorial illustrations using Illustrator, to complement the articles.
- Edited photography using Photoshop and incorporated it into design layouts.
- Responded to feedback from the creative directors.

January - February 2021

Motion Designer for Catesbi

<https://catesbi.co.uk/>

The Circle, Staffa Pl, Dryburgh Industrial Estate, Dundee

I collaborated with another graphic designer on a motion graphic for Catesbi, a behavioural therapy clinic that works with children with autism and their families.

- Devised creative ways to convey a compelling narrative through imagery and voice-over for a sensitive subject matter - toilet training children with autism.
- Designed an appealing and friendly visual style and characters using Illustrator.
- Scripted and recorded the voice-over.
- Animated the characters and scenes on After Effects.
- Pitched and communicated with the client, conducting regular meetings and responding to feedback.

June - September 2020

Graphic Design Intern at UpShift

www.upshift.co.nz

62 Bridge Street, Nelson 7010, New Zealand

I worked on editorial, branding and web design projects for a range of clients with the graphic design team at UpShift. I generated ideas and concepts independently and as part of a team, executed designs using Adobe Creative Cloud software and mocked up design work for presentations to clients.

achievements

University

DJCAD Mitchell Prize for Outstanding Ability

School

George Watson's College Dux

George Watson's College Prize for English

George Watson's College Prize for Community Service

Gold Duke of Edinburgh Award

Grade 8 Viola