

LUCY BELL

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CREATIVE DESIGNER AND GRAPHIC ARTIST

Sydney based designer; passionate about crafting impactful conceptually driven visuals and purposeful designs which prompt thought and feeling.

Currently employed as a creative designer and team leader, responsible for reaching sales targets, client service, team member training and overall studio management.

EXPERIENCE

The Distillery design studio, 2022 - present

Creative Designer & Consultant
2024 - present
Publication, stationery and digital design.
Client consultations and quotations.
Meeting budget sales targets, fast turn-arounds requiring a high attention to detail.

Content Designer
2023 - 2024
Trained in photography,
colour correction, lighting and staging.

Lead social media marketer and
photographer meeting daily goal
expectations and deadlines.
Responsible for event promotion
and website updating.

Production team
2022 - 2023
Production of printed stationery,
requiring creative problem solving
and high attention to detail while
meeting hard deadlines.

Booker Magazine, 2024

Visual Editor
Designed and collaborated with writers
and artists for Booker Magazine's Issue 4.

Ariel, 2024

Graphic Designer
Oxford Art Factory Poster design for
Sydney based band.

Seven77, 2024

Graphic Designer
Logo design for fashion brand

Sydney Float Centre, 2022- 2024

Receptionist
Scheduling and organisational work.
Management of client experience.

Roseville RSL, 2022-2024

Bartender and gaming attendant

Spa Dental Sydney 2020-2022

Dental assistant

EDUCATION

Bachelor Degree in Bachelor of Design and Communication, graduated 2024

University of Technology Sydney

HSC and Gold Merit Certificate, graduated 2019

Loreto Normanhurst

SKILLS

Technical Skills

Indesign
Photoshop
Illustrator
Premiere Pro
Lightroom
After Effects
Photography + Lighting
UX Design

Design Skills

Typography
Stationery design
UX design
Design principles
Print-ready design
Publication design
Photography & staging
Illustration
Colour theory
Social media curation

CLIENTS

Past clients

Tiffany & Co.
Camilla and Marc
Banco Chambers
Gallery Sally Dan-Cuthbert
USYD USU
xWise
Main & Manor
Bohemica
Built By MK
Ariel
Booker Magazine
Seven77
20+ private clientele