

# LUCY BELL

## CREATIVE DESIGNER AND GRAPHIC ARTIST

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I am a Sydney based designer; passionate about crafting impactful conceptually driven visuals and experimental designs which prompt thought and feeling.

As a Creative Designer & team leader, I've been responsible for reaching sales targets, client service, team member training and overall studio management.

## EXPERIENCE

### THE DISTILLERY

#### **Creative Designer & Consultant, 2024 - 2025**

Publication, stationery and digital design.  
Client consultations and quotations.  
Meeting budget sales, fast deliveries  
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 UX management.

#### **Production team, 2022 - 2023**

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

### BOOKER MAGAZINE

#### **Visual Editor, 2024**

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

### ARIEL

#### **Graphic Designer, 2024**

Oxford Art Factory Poster design for a Sydney based band.

### SEVEN77

#### **Graphic Designer, 2024**

Logo design for Australian fashion brand.

### SYDNEY FLOAT CENTRE

#### **Receptionist, 2022-2024**

Scheduling and organisational work and management of client experience.

### ROSEVILLE RSL

#### **Bartender & Gaming attendant, 2022 - 2024**

RSA and RSG. Managed the bar & restaurant. Management of patron experience.

### SPA DENTAL SYDNEY

#### **Dental Assistant, 2020 - 2022**

Trained and worked in medical procedures and patient care. Patient photography and social media support.

## EDUCATION

### **University of Technology Sydney**

Bachelor Degree in Bachelor of Design and Communication, graduated 2024

### **Loreto Normanhurst**

HSC and Gold Merit Certificate, House Art Captain, graduated 2019

## SKILLS + CLIENTS

### TECHNICAL SKILLS

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

### DESIGN SKILLS

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

### CLIENTS

CHANEL  
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