

MARC LUCRAFT

Wickford, Essex, UK

marclucraft@gmail.com | +44(0) 7482 673713

PROFESSIONAL EXPERIENCE

TMW Unlimited

06/20 – Present

Digital Designer/Developer - Ford of Britain and Ireland

- Develop and maintain web applications using modern JavaScript.
- Design and develop responsive ads for the Google Display Network using HTML, CSS and JavaScript.
- Design and develop emails, using responsive email framework, MJML.
- Design assets for print and digital, following brand guidelines using Adobe Photoshop, Illustrator, After Effects and InDesign.
- Onboarded, and continually worked, remotely.

I Designs Ltd

05/15 – 06/20

Senior Graphic Designer

- Collaborated with marketing teams from various sectors to create promotional materials for large, global conferences and events.
- Frequently 'headhunted' by clients to work on their projects.
- Worked remotely whilst continuing to provide exceptional service and time management.

The Partyman Group

04/13 – 05/15

Graphic Designer

- Developed brand identities and guidelines to be used across all business locations. A lot of the brand elements are still being used today
- Designed, produced and coordinated the advertising campaign for a children's festival (dubbed 'Glastonbury for kids..') that SOLD OUT two years running.
- Worked with licensed brands including Peppa Pig, Paw Patrol and Mister Maker.
- Implemented new tiling system across the whole business as well as aiding in its design.

Excel Press

03/12 – 04/13

Graphic & Web Designer

- Owned more than 40 projects from initial research and conceptual design through testing and implementation phases.
- Developed modern websites using HTML/CSS/jQuery as well as creating bespoke themes for Wordpress.
- Designed print materials such as brochures, banners and signs for various hospitality sector clients, and planned artworks for print.

Carillion-talent JV

07/10 – 03/12

Regional Programme Assistant

- Responsible for planning and tracking the rollout of 'Super-fast broadband' on behalf of BT Openreach.
- Having no prior formula or VBA experience, I quickly got to grips with Excel and produced various tracking tools, widely used by Project Managers. Other areas within the business also adopted these useful, lifesaving tools.

Freelance Graphic Designer

- Completed various freelance design projects ranging from branding and identity work, through to WordPress powered websites for companies spanning various sectors from builders to beauty therapists.

I Designs Ltd

10/06 – 04/10

Graphic Designer

- As my first graphic design role, I quickly became highly proficient with the Adobe Creative Suite to develop engaging marketing and promotional materials for our clients including flyers, brochures and exhibition signage to generate new sales.
- Provided training and feedback to a Junior Graphic Designer in all aspects of the business from Adobe Creative Suite, through to HTML and CSS.

EDUCATION

Udemy

TypeScript: The Complete Developer's Guide

The Complete React Developer Course (w/ Hooks and Redux)

The Modern JavaScript Bootcamp

The CPD Certification Service

Certified Champion of Mental Health

South East Essex College

BTEC National Diploma Acting – DISTINCTION

GNVQ Performing Arts – PASS

- Lead role in final major project as 'The Baker' in 'Into The Woods'.
- Lived in a glass-walled, hotel room on wheels for one week - advertising the opening of a new, local 'Travelodge'.

KEY SKILLS

- Design, Development.
- Adobe Creative Suite, Visual Studio Code, Mac/PC
- JavaScript(ES6/ES7), TypeScript, SASS, Git, NPM, Babel, Webpack, React, Gatsby

INTERESTS

- Continuous learning through Udemy, personal projects and exploring open source.
- Skateboarding, Snowboarding, Skiing, Golf.
- Watching whole Netflix series' in one sitting!