

LUKE WATKINSON

GRAPHIC DESIGNER

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PROFILE

Graphic Design graduate who believes in the importance of good idea generation. Imaginative and innovative thinker who is not scared to experiment. Process involves constantly looking at things thoroughly getting to the finer details within their design.

WORK EXPERIENCE

The Open Agency

Currently working at The Open Agency in London working for clients such as The Post Office and Royal Mail helping to design a series of promotional campaigns.

Four-Letter Word Design Consultants

In July 2010 two weeks were spent working at Four Letter Word in London where created identities which was applied to business cards and letter heads.

Fitch Design Consultants

In May 2009 four weeks were spent working at Fitch in London where designed a variety of items and worked on projects for clients such as Sky, Hyundai, McLaren and Vodafone.

NBC Universal

During the Easter of 2009 worked on a live project for NBC Universal. Branding and moving image. The brief asked to promote their brand and connect their chanel's identities together.

VA Signs

During Easter of 2006 worked in the studio on the designing and making of vinyl signage systems. One the tasks was to design a logo for a client which was carried through from design to print.

REFERENCES

Andy Neal

Senior Lecturer

T: 01326 213860

E: andy@falmouth.ac.uk

Jon Unwin

Course Leader

T: 01326 213720

E: jon.unwin@falmouth.ac.uk

KEY SKILLS

Communication

Idea Generation

Team Work

Windows

Mac OS

Photoshop

Indesign

Illustrator

Dreamweaver

Microsoft Office

EDUCATION / QUALIFICATIONS

BA Hons — Graphic Design

University College Falmouth

2007 — 2010

4 A-Level's A - B

Joseph Wright Sixth Form Centre

2005 — 2007

9 GCSE's A* - C

Derby Moor Community School

2000 — 2005

INFLUENCES

Peter Saville

Wim Crouwel

Muller Brockmann

Alan Fletcher

Bob Gill

Yoshitaka Amano

Katsuya Terada

INTERESTS

An interest in minimalism, branding, packaging and illustration.

PROJECTS

RSA stamp design Biodiversity

Penguin Design Awards Perfume

YCN MonsterMunch

ISTD 100