

ABOUT ME
WORK HISTORY
PORTFOLIO

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www.lucydesigns.co.uk | GRAPHIC DESIGNER

lucy@lucydesigns.co.uk LUCY ARBUTHNOTT



Find me on





ABOUT ME

Lucy Arbuthnott

I have worked as a Graphic Designer for almost twenty years. In this time I have had the opportunity to work in all areas of design for print as well as digital. I have worked with a very varied spectrum of clients in both public and private sectors. Having worked in small agencies, large corporate, small specialised companies, a printers and latterly as a freelance designer I feel I have a good all round experience.

I have experience working in teams which, as a people person, I take to well. Mostly I have had sole responsibility for all of my work and work well on my own initiative and I am used to working to tight deadlines.

From initial client meetings, through concepts to final designs and then artworking for print I have a strong knowledge of all the stages of work. I have also Project Managed, arranged the printing, quoted work and invoiced clients for the majority of design I have worked on.

Contact

Email lucy@lucydesigns.co.uk Website: www.lucydesigns.co.uk

Phone 07842 083 617 Address Dunfermline Lucy designed the logo for my new Podiatry clinic and helped organise everything from business cards and signage, to practice literature and window graphics. She designed my website in such a way that it's easy for me to maintain and update, and even helped with a Facebook page.

As a person, she's friendly, approachable, professional and reliable and I can't recommend her highly enough. There's nobody I would rather have to help me promote my business and I look forward to continuing to work with her in the future.

Sally Baird, Owner, Bruce Street Foot Clinic, Client

Lucy is a great designer and a joy to work with. She is creative, pragmatic and always eager to help. Her patience and dedication have helped me grow my design knowledge and create some fantastic work for clients.

Laura Thorburn, Project Manager, Engage Group

I would highly recommend, Lucy. She is a talented, local Graphic Designer who is always friendly and does fantastic designs at a reasonable price. Lucy has the highest standards of customer service and is very easy to work with. She recently did an EP cover/ sleeve design for our debut EP for us and it looked awesome and at a very high standard! Thank you, Lucy.

Callum Bell, Band member, The Decrees, Client

Lucy is an amazing lady. She really listens to what you want and learns about the best way forward for you and your your business. lucy designs takes on board your ideas and vision to create perfect results every time.

Highly recommend Lucy if you want a brilliant, personalised branding that sets you apart. This lady really knows her stuff, always delivers and is a joy to know and work with. I wouldn't go anywhere else.

Lucy is quite simply one of the best 'people' people I know. In her role as Graphic Designer, she was often responsible for personally overseeing and delivering large projects on behalf of clients as well as interpreting the requirements of editors and project managers into eye-catching designs. Her flexibility, professionalism and dedication ensured consistent delivery at the highest standards throughout, often while working to tight deadlines.

Stewart Charman, Senior Editor/Director, Engage Group

Maggie Brown, Owner, Maggie Brown Beauty, Client

WORK HISTORY

LUCY DESIGNS

Freelance Graphic Designer

Feb 2015 - Current

I decided to start up on my own as a Freelance Graphic Designer. I have a variety of clients from sole traders to large corporate companies.

I am used by larger companies as an extension of their marketing team. I enjoy getting to know their brand well and creating new ideas for them.

I also get a lot of enjoyment out of working with people just starting out in business. I work closely with them to get to know their taste and work on a brand that can be rolled out across all their marketing/ signage etc.

Over the years I have built good relationships with my clients who come back to me for all of their design work. I also have design agencies who know they can rely on me if they need extra help.

I have a wide and varied experience in all areas of Graphic Design - print and digital.

Clients I have produced work for include;

NHS

Koku Shi restaurant chain Morton Fraser Lawyers Kingsgate Shopping Centre Adoption UK Scotland's Adoption Register Kinship Care AXIS Consulting 8d Press Publishing House

TwirlSport Scotland

Gillespie MacAndrew

Aviagen

...plus many more

PRINTING SERVICES

Graphic Designer

Feb 2017 - Mar 2020

I worked part time at the printers while also continuing to do my freelance work. I still do freelance work for the printers on a regular basis.

My time at the printers gave me a stronger knowledge of the print side of things.

I was the first point of contact for all customers who wanted work designed. I also helped to run the office when needed.

The business owner, who is retiring in the near future, asked if I would like to become a part owner of the business and take over his role of running the company. He thought I would be perfect for the role because of my knowldge of all areas of the business and my people skills with customers. After giving it a great deal of thought I made the decision to decline the offer. My passion lies most of all with design and I did not feel I wanted to move fully to the print management side of things.

EXACTIVE

Design Consultant

Aug 2012 - Feb 2015

In a part time role I was working with the Marketing Manager to refresh the brand of the corporate identity. This was partly in an advisory role to give direction in design and printing but also included designing a percentage of the work too.

Designing documents for members of staff.

Redesigning all of the sales and marketing materials and creating a fresh new Exactive information pack and inserts to give to potential and new clients.

Liaising with the website design company to help create the new website in the refreshed brand.

Re-branding Exactive training guides in clients corporate branding.

Advising on design and print management.

EXACTIVE

Marketing and Design Manager Sept 2009 - Aug 2012

My role at Exactive was to work with the sales team to market towards new business and to get the Exactive name better known

in the IT industry.

Designing a new brand and corporate identity for the IT company.

Designing all materials for marketing including; documentation, banners, information packs, advertising, case studies

PR - getting the Exactive name better known in the industry with press releases, case studies and social media

Event planning - organising and running events for Potential clients to win new business. This also included design of invites, emails, event collateral and PowerPoint presentations.

I continue to work with Lucy on numerous different projects and she always delivers a timely and professional job. She has designed business cards, information sheets and brochures and I have always been happy with the work she has provided. I would highly recommend her design services!

Kimberley Chatt, Sales and Marketing Executive, Visa Bureau, Client

WORK HISTORY

ENGAGE GROUP

(formerly Carter Rae Communications)

Graphic Designer lan 2007 - Sept 2009

In my role I worked on a range of internal staff and membership magazines (including three CIB award winning publications), design for print, re-branding, e-comms and advertising.

Clients I produced work for include: Acergy (now Subsea 7) Crown Office National Australia Group Edinburgh Council First ScotRail Historic Scotland NHS Fife Scottish Enterprise Scottish Power Seafish Industry TOTAL Visit Scotland

At Engage Group I project managed several of the publications I worked on. For every job I worked on I took it from initial concept to final art working for print. I was the first point of contact for clients and had sole responsibility for my work and keeping deadlines. Working here extended my knowledge of editorial, project managing, print production and e-comms. I also quoted for work and invoiced clients as well as worked on tenders for new business.

XEROX, SCOTTISH WIDOWS

Graphic Designer (contract)

Nov 2006 - Jan 2007

At Scottish Widows I worked on the re-branding of Scottish Widows. I designed a lot of design for print including, annual reports, forms, leaflets, posters and brochures. I also designed the business cards and letterheads.

This gave me good experience working with a strict company brand, inhouse in a large corporate company.

CREATIVE LINK

Graphic Designer

June 2004 - Nov 2006

In my time at Creative Link I created a wide range of materials from initial concept to completion including; corporate identity, exhibition design, book design, web design, advertising, design for print - leaflets, booklets, reports, brochures, posters, magazines, corporate stationary, calendars, folders

Clients I have produced work for include: Scottish Seabird Centre Scottish Garden Magazine Whitekirk Golf Club Black and White Publishing Chambers NHS Air Cargo Magazine Horizon Housing Association East Lothian Council Scottish Women's Aid MS Society Chest, Heart and Stroke Scotland Brunton Theatre

I was in charge of artworking all work that I created. I also met with clients to discuss ideas. I was involved in every aspect of the design process at Creative Link and I feel it gave me a lot of experience all round in Graphic Design.

Lucy is the best Graphic Designer I know. I've used her for two years on various projects and I'd never use anyone else now. She always gives two hundred percent in everything she does. A super lady and superb small business.

Joanne Chumas, 8d Press Publishing House, Client



Lucy designed a great logo for my new business. Nothing was too much trouble and each request was dealt with promptly and professionally. She was very patient answering all my questions and explained everything clearly. Great customer service. I would highly recommend her services. Thank you again.

BUSHWEAR

Designing a catalogue like this is a lot like magazine design which is my favourite area of design. Working with the lifestyle and product images as well as all the information made creating well balanced, visually attractive pages sometimes challenging but lots of fun. I continue to work with Bushwear on website elements (such as adverts and videos), emails and much more.



RIDGE



5. Stock Shield £11.59 75ml Code: 516225







KOKU SHI







GEISHA 1

I designed the wall mural above for the Dunfermline restaurant. They loved it so much that they wanted it on everything at that time. See examples like the van graphics, menu board and £5 voucher.









KOKU O SHI





GEISHA 2

I designed the wall mural on the left for the restaurant walls. The food on it is all illustrated but looks real at a distance. The Geisha was then used across many different designs, including £10 gift vouchers, posters, menus etc... She has become an iconic 'mascot' for Koku Shi.











MORTON FRASER LAWYERS

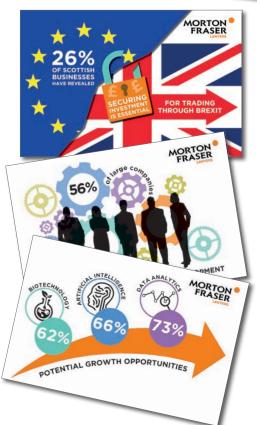
VARIETY OF DESIGN

I am Morton Fraser Lawyers 'go to' Graphic Designer. They have a large Marketing Team and they use me as an extension of their team. I work with them on a large variety of projects. Although they already had a brand in place when I started working with them, we have worked together to develop and change many elements of their brand.











AFKA

Association for Fostering, Kinship and Adoption Scotland

I get a lot of enjoyment working with AFKA (Association for Fostering, Kinship and Adoption Scotland). AFKA works to support practitioners and organisations working in fostering, kinship and adoption to promote the safe and loving care to which every child has a right. AFKA contacted me about a new project called Staying Connected which involved building training course materials. I was delighted to be on board. It turned into a fab project with lovely people. Since then I have also designed the Brothers and Sisters Insights briefing information.

Association for Fostering, Kinship & Adoption Scotland

Adoption UK
in Scotland Together we're family

Brothers and Sisters Insights

Full Briefing

adoptive parents hear and read details of histories and experiences within families of origin that may be difficult to process and even more difficult to explore with children. Emotional support is necess







Staying Connected **Toolkit**





BLUSH BEAUTY

VARIETY OF DESIGN

I have been with Karen, the proprietor of Blush Beauty since she started her business. I helped her with her brand and look of her whole business. Everything is printed on Ice Gold card which is a luxurious finish which works wonderfully with the brand.









SCOTLAND'S ADOPTION REGISTER

VARIETY OF DESIGN

I designed a range of thirteen leaflets for Scotland's Adoption Register. Since they approached me to

do them, I have become the designer for all

their work since.



Scotland's Adoption Register Scotland's Adoption Register **ADOPTION** ial Workers filing **EXCHANGE** ending an DAYS tivity day formation for oster Carers





Managing registrar name badge Signposting adopters carers and children to Supporting adopters the if they attended without

Scotland's

Adoption Register

SCOTLAND'S ADOPTION REGISTER

www.scotlandsadoptionregister.org.uk

T: 0131 526 3240

Find us on 🚮

Ensure tea, coffee, drink throughout the day.

Meeting and greeting

- Facilitate positive interac children and foster caren
- Facilitating different activities.g. face painting, arts and
- Finally clearing up and set

We ask that everyone stays a whereabouts, check everyone and also ensure that everyone visible.

Adopters arrive first and attend they attend the briefing, foster of start arriving for about 1pm.

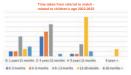
We then all join and have some remain at the buffer before having some activities in a large group or smaller group activities.

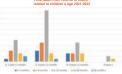
Finding Families for Scotland's Children Or Email Us At: sar@adoptionregister.scot





a lot longer, currently these are children over the age of four years, sibling groups, children from Black and Min. Ethnic terniles (BME) and children with significant health and development difficulties. There continues to be a disconnect between the numbers of prospective adopters approved for these children.





Scotland's Adoption Register Annual Report 2022-23

SCOTIA CABINS

VARIETY OF DESIGN

I have designed a range of leaflets for Scotia cabins, banners, posters etc... We are currently working on a recipe book.



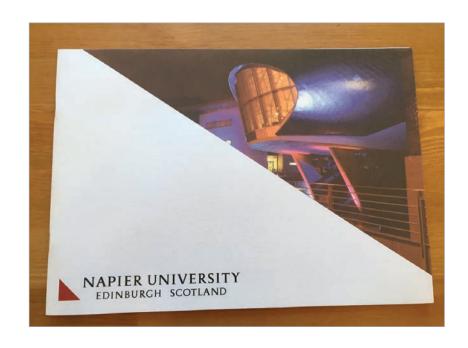




BROCHURE DESIGN

Napier University, Edinburgh

The brief for this design was that they wanted a classy looking design on high quality materials to give to potential students from oversees. The design was to be based on their new logo. I used the triangle in the logo to inspire the shapes on each page.









KINSHIP CARE

I am the go to Graphic Designer for Kinship Care. As well as helping them with graphics and direction for their website I have created information leaflets, banners and documents.





hip 🛌



KINGSGATE SHOPPING CENTRE

The Christmas campaign for the Kingsgate Shopping Centre. With

Dunfermline town formally being made a city in 2022. I wanted to show the city in the advert. I chose a mixture of illustration and photography techniques to show a magical story of a boy looking out across Dunfermline on Christmas Eve and seeing the magic of Santa. Of course the presents beside him were bought in the Kingsgate Shopping Centre;)



This is the development from Christmas campaign to New year. Keeping a similar theme and showing off our newly named City.





LOGO DESIGN





































GILLESPIE MACANDREW LAWYERS

I work with the marketing department at Gillespie MacAndrew on many projects including adverts and icons for their new website. I continue working with them on a regular basis.











GILLESPIEMACANDREW.CO.UK



GILLESPIE MACANDREW

Looking to make a move this Spring?

We can help.

Let us put a spring in your step with our Spring offer of 20% OFF your conveyancing fees. List your property with us between 1 April – 31 May and quote the following code: 'GMSPRING'



AXIS CONSULTING

Axis Consulting Ltd contacted me because they wanted a Scottish designer to work on their Scottish landscape report. They were so happy with the design and our working relationship that they then asked me to redesign their Irish report (which had previously been designed by a design agency). I am now their go to Graphic Designer and work on everyhting from email















TWIRLSPORT SCOTLAND

I was initially asked to design a logo for TwirlSport Scotland. I now design all their event medals and



NHS

NINEWELLS NICU

I am currently working with Ninewells new Neonatal clinic, Tayside NHS on their family pack. I also designed their cot card and social distancing posters. We continue to work together on the new look. I had the joy of working with the wonderful illustrations by Freya Cumming.









EVENT BANNERS AND COLLATERAL

VISA BUREAU

Visa Bureau contacted me to help them put together banners and collateral for an event they were attending. Having been let down by a previous company who were doing this for them they contacted me to ask if I could design and arrange the print for them in a very short timescale. Visa Bureau had no previous branding or look for their materials and so I created them fresh, eye-catching designs with the use of simple, clean colours and eye-catching images. I also contacted one of my print suppliers who did a fantastic job helping me get these printed and delivered in plenty of time for the event.









A4 leaflet

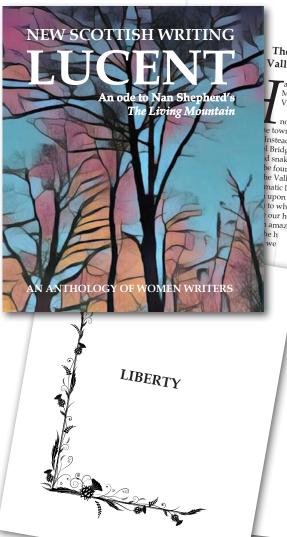


Roller banners

BOOK DESIGN

8D PRESS

I work with 8d Press which is a publishing house based in Dunfermline. They were keen to work with a local designer so that we could work closely on their publications. We have formed such a super bond that I now feel part of their wonderful team.



The Foreboding Valley of Glencoe

aunting. Atmospheric. Melancholy. This is the Valley of Glencoe. As a child, I would travel north with my parents every e town of Oban, for our summer nstead of taking the route over Bridge, we would take the snaking through the majestic found in the mountains and Valley of Glencoe. natic landscape made such an upon me that there was no to where my husband and I our honeymoon. That meant amazing autumnal week

Salty air, quiet cove

y skin trembles with the kiss of the salty air, the hazy sky before me, grey silhouettes in the distance. I can almost touch the isles, yet the wind keeps forcing us to tack in zigzag, we are almost there, yet, we keep on sailing in place.

His short grey hair flies in the wind, his arms around me solid as the roots of a 100-year-old tree, his scent mingles with the ocean air. I inhale him, I inhale life. I am warm. I can sail like this forever. His dark piercing eyes smile at me. I shiver as his hand like fine sandpaper touches my cheek, his lips though, are soft and silky. Time must have frozen, when I look

up, the entrance of Acarsaid Mhor is in front of us. The craggy mountains on both sides remind me of him, of sailing

Foreword by
Val Mc Dermid inside the ne of the UK's most accomplished and respected

NEW SCOTTISH FICTION

And an Introduction by Writer and Scottish Mental Health Activist

CHRIS CREEGAN

An Anthology of Short Stories

velists, Val McDermid has sold over 18.5 million ooks to date across the globe and is translated into re than 40 languages. Her multi-award winning ies and standalone novels have been adapted for and radio, most notably the Wire in the Blood ies featuring clinical psychologist Dr Tony Hill DCI Carol Jordan. The first series of the ITV otation of the Karen Pirie series, featuring a ttish cold case detective, aired in 2022. Val's series, featuring young journalist Allie Burns, With a Foreword by the multi award-winning author and Scotland's Queen of Crime fiction. an with 1979, the first in a quintet, and will ow Allie's life and experiences at ten year roals. The second in the series, 1989 is published perback in February 2023. Val returns to Karen with her 2023 hardback, Past Lying, which published in October 2023.

l was chair of the Wellcome Book Prize in 2017 is served as a judge for both the Women's Prize tion and the 2018 Man Booker Prize. She is pient of six honorary doctorates and is an rary Fellow of St Hilda's College, Oxford.

ack Mailer climbed the stairs in Birklaw Tower and stopped for a moment on the third floor. His work uniform, although relatively plain and unrestrictive, always made him feel uncomfortable. This was particularly so when he was sent on home visits. It wasn't so much a physical discomfort, but there was something about being out in public and wearing a uniform that deeply irked him: he loathed the idea of being looked at as any sort of authority figure.

The patient whom Jack had been sent out to visit wasn't even one of his, so to speak, but this was just one of the many jobs that no one else wanted. Jack was the youngest in his team, which meant that these kinds of tasks often fell to him. That wasn't to say that Jack didn't also hate his job, it was simply that the people in his office had hated theirs for longer.

The stairwell was darkened but for a few weak ceiling lights. Jack approached a door, knocked, and waited. The door was opened soon after, and rather cautiously, by a man who looked to be of a similar age to Jack-that is, roughly thirty. He didn't open the door fully but just enough that he could see lack from head to toe without revealing himself to the same extent.

'Hi there, Lee?' Jack said

'Aye, how's it going,' Lee said. Appeased by something in Jack's tone, he opened the door

KIYOKO

I think I need to get you to a hospital

No, no - then they'll look me up.

KIYOKO What are you on about?

JACK LANE

The medics, I don't want them to know about me. Not anymore. There's no point. I'm fine. They don't give a shit anyway.

> KIYOKO (unsure of herself, of him) O-okay, if you're really sure.

JACK LANE (hesitant, starting to stammer) Err - sorry - am sorry. Err - thank you. Come up if you want, if you need to sit down for a while. It's so cold. Thank you. I-er-er-like-em, so-sorry, like-em, so-sorry.

KIYOKO (Nervously)

O-o-k-a-y - I'll take you upstairs, just to make sure you're really okay.

INT: Night. Jack's flat. Jack and Kiyoko go up to the flat. Jack opens the door but does not turn on the light. Streetlights illuminate the inner hallway. The flat is a large three-bedroom

Eric Davidson Ryan Pollock Fiona M Campbell Pen Reid Jacinta West Barbara Henderson Jericho Reid Andrew Campbell

MENUS/PRICELISTS









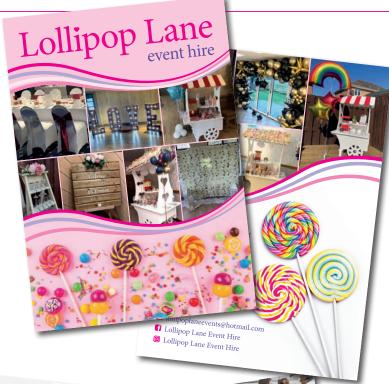
Hat Desserts

Hot Desserts			
Crope from £3.50			
Pancales (x2)	fro	m 8450	
Belgian Woffle	fro	m \$450	
Bubble Waffle	from	m \$450	
Mac Balls x 10	fro	m 9450	
x S	fro	m 26.5 0	74-4 min
x 20	fra	m 68.50	
x 25	free	m 630.00	
Mac Sleawers	fro	m £5.00	
Woffle Sticle	fro	m £4.00	A CARLON
Chocolote Bites	fra	m #3.50	
Mint Pancales	fro	m £4.50	
Hot Cocicle Dough with Ice of Flavours: Milk Chocolate Chip, W Triple Chocolate			Section:
Donuts: sugar or dinnamon st	ger x 3	E3.00	THE SOURCE OF SHIPE
	×6	9450	1000
	×9	\$6.50	
Topped Donuts (choice of toppi	ngs) x 3	£4.50	
	×6	25.00	
	×9	£7.50	
Sugar Danut Walle		66.00	
Churros - standard	×6	64.00	
- deluce filled	×6	25.00	
- chocolate filled	×6	25.00	
All charror come with small white o chocolate dips	hocalate ar	nd milli	
			20 - 6

LEAFLETS







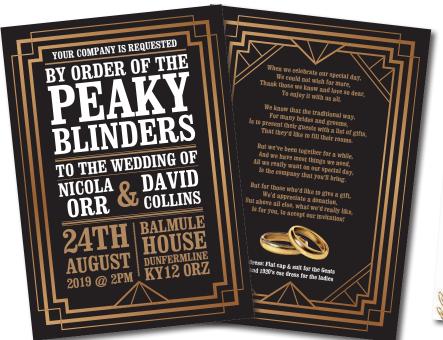






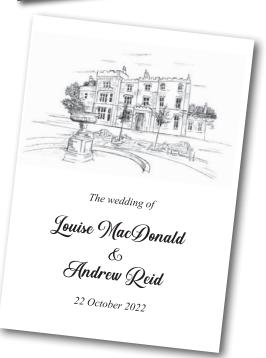


INVITES

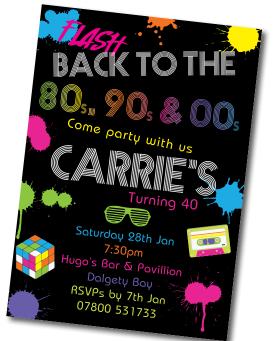














PACKAGING & LABELS

























