



LEWI ALLISON

Graphic Designer & Lecturer

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PROFESSIONAL SUMMARY

Hi, I'm **Lewi**, a multi-disciplinary Creative and Graphic Designer with a decade of experience across branding, digital, print, motion, event and campaign design. I'm comfortable in-agency, in-house, and educational settings. Particularly skilled in creative direction, content production, brand development, social design, events branding, and multi-channel design. I'm a confident communicator and collaborator with experience self-managing or working with creative teams, designers, students, clients, account managers and senior leadership.

SKILLS



- **Design Tools:** Adobe Creative Suite expert (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro)
- **Web and Digital:** Wix, Squarespace, Wordpress, Canva, Figma, all social media applications
- **Content Creation:** Print and Digital design, Vector graphics, social campaigns, motion graphics, typography
- **Other Skills:** AI use (Copilot, Claude, ChatGPT), Microsoft Office, project leadership, ideation and workshopping, public speaking, deadline management, brand consistency, creative problem-solving

PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER (Oct 2025 - Present)

- Manage an independent graphic design business delivering branding, marketing, and digital design services for clients ranging from healthcare to the home entertainment sector
- Develop creative concepts and design assets from initial brief through to final packaged delivery
- Oversee full client lifecycle including project pitching, communication, scheduling, budgeting, and timelines

SENIOR GRAPHIC DESIGNER - CREATIVE & COMMERCIAL (June 2024 - Oct 2025)

- Implement design, project management and creative strategy across print, digital, brand, and campaign work
- Deliver full-scale brand development, brand guidelines, brand audits, art direction and 360° campaigns
- Collaborate and workshop with internal and freelance designers, clients, account managers, and director
- Design for social media campaigns, print and digital marketing, campaigns, presentations, and events
- Work across sectors including international NGOs, political campaigns, education, and commercial clients

DIGITAL & GRAPHIC DESIGNER - SPRINGBOARD CHARITY (Oct 2021 - June 2024)

- Managed brand identity, visual content, and design execution across all company and charity collateral
- Designed all motion graphics, print and digital materials for fundraising, events, and social campaigns
- Maintained and updated websites and job board visuals across three wordpress websites
- Coordinated print goods, stage design, video content, AV, apparel, and trophies for fundraising events

SENIOR & ASSOCIATE LECTURER - UOL University of Lincoln: Design School (Sept 2018 - Aug 2021)

- Taught on and led modules in BA Graphic Design, Creative Advertising, Product Design, and MA Design
- Supervised 30+ dissertations and 120 students annually
- Wrote, devised, and delivered coursework briefs, lectures, seminars, critiques, and marked assessments
- Presented PhD research and chaired a session at the European Collaborative Creativity Conference (2019)

JUNIOR GRAPHIC DESIGNER - MINTEL (Oct 2017 - Sept 2018)

- Designed infographics, vector illustrations, and marketing visuals for global research publications
- Copy-edited, formatted, developed, and published digital research reports under tight daily deadlines
- Collaborated with a team of 15 designers based in London and Chicago to maintain consistency across design and digital publishing content

JUNIOR GRAPHIC DESIGNER - WHITE TRIANGLE DESIGN (June 2016 - July 2017)

- Designed brand assets, social media graphics, and digital content for local London businesses
- Supported rebrands, web design, digital and social assets for clients across healthcare, education and corporate sectors

GRAPHIC DESIGN INTERN - UNDERGROUND SHOES (June 2015 - Oct 2015)

- Styled, designed, and organised visuals for London Fashion Week showroom and collaborative campaigns
- Produced visuals for social media and e-commerce platforms with over 100,000 followers
- Developed concept artwork and UI for a shoe personalisation app



EDUCATION

- **BA Media Production (First Class Honours):** University of Lincoln (Sept 2012 - July 2015)
- **MA Graphic Design (Distinction):** University of Lincoln (Sept 2016 - Sept 2017)
- **PhD Design (Paused):** University of Lincoln (Nov 2019 - Sept 2021)
- **3 A-levels (A-C):** History and Politics, Media, Drama
- **9 GCSEs (A-C):** English, Maths, Biology, Physics, Chemistry, History, French, Media, Drama



ADDITIONAL INFORMATION



Worked on high profile government reports and campaigns presented within the House of Lords and on BBC news.

(2024-2025)



Designed event branding for Charities accumulatively raising over £4million in donations

(2021-2025)



Chaired and Presented Creativity research at the European Collaborative Creativity Conference

(2019)



Experience in-house, in-agency, and freelance, from junior to senior, and across several industries.

10 years design experience