

LUCAS FERGUSON.

I am a passionate and curious designer inspired by the future of creative communication. I thrive in fast paced environments focusing on innovative ideas that enhance client and user experiences. As an enthusiastic graduate I am looking for a role in the creative industry to kickstart my career.

EDUCATION

- First Class BSc Hons, Digital Interaction Design, University of Dundee 2019-2023
- Semester exchange in USA, Alma College – Michigan 2022
- Higher National Certificate Graphic, Edinburgh College 2018-2019
- SQA qualifications National 5, Higher and Advanced Higher Royal High School Edinburgh 2012-2018

AWARDS & RECOGNITIONS

- The Salterns Prize for Product Design 2023
- Excellence in Art and Design, Edinburgh College 2019
- Short-listed for Young Amateur Photographer of the Year of the in categories of black and white portraiture and wildlife 2022.

PORTFOLIO & LINKEDIN

- <https://www.lucasferguson.online>
- <https://www.linkedin.com/in/lucas-ferguson-25190a200>

EXPERIENCE

Photography and Design Director

2022 -2023 - MAGDALEN MAGAZINE - DUNDEE

- Experience designing ready to print articles for Dundee University Student Association magazine.
- Used skills in Adobe Creative Suite to incorporate high quality illustration and photography into layout publications.
- Organised a team of photographers each month to capture imagery that fits in with poetry and journalism articles.
- Edited and designed to display the photography in its best light.
- Delivered multiple monthly articles to the editor team to take forward to print.

Freelance Designer and Photographer

2020 - CURRENT - EDINBRUGH/DUNDEE

Flyswats Clothing Brand

- Photographed high-quality images for print and internet.
- Used a professional lighting studio and worked closely with models to display the brand to a high commercial standard.

Jam Students Radio Station

- Created new logo and brand guidelines based on client requirements.
- Engaged with the client throughout design process, reviewing at each stage to ensure a successful delivery and a happy client.
- Maintained relationship resulting in new projects involving merchandise design using brand guidelines.

Caledonia Fitness Clothing Brand

- Partnered with sports clothing company to design branding and logo for their launch and first collection.
- Delivered logo options and digital mockups to demonstrate versatility.

Sea Cadets UK

- Designed promotional and engaging brochures, banners, and signs.
Cramond Bistro
- Complete rebrand including type-based logo, packaging, menu publications and outdoor signage.

SKILLS

- Digital photography
- Adobe Creative Suite
- Creative visionary
- Visual design
- Wireframe mockups
- Digital design
- Figma
- Print graphics
- Logo creation
- Social media graphics
- Website design
- Website graphics
- UX/UI
- Protopie

SOFTWARES

- Adobe Creative Suite
 - Illustrator
 - Lightroom
 - Indesign
 - Photoshop
 - XD
 - PremierPro
- Figma
- Microsoft Word/Powerpoint
- Arduino IDE
- InVision
- Protopie

PROJECTS

memento

2022 - DUNDEE - FINAL YEAR HONOURS PROJECT

An app and product that allows grandparents and grandchildren to connect with eachothers memories. Using prompts to retrieve photos from cluttered camera rolls, and a product that allows grandparents to collect the uploads at an unexpected time each day.

bread & butter

2023 - DUNDEE - DJCAD DEGREE SHOW BRANDING

Bread&Butter is an brand identity for the product and interaction design degree show. I was the team lead and brand designer, creating brand guidelines, posters and advertising materials and copy-writing for the social media team.

EXPERIENCE

Student Ambassador - University of Dundee

2021-2023 - DUNDEE

- Created and delivered presentations, responding to prospective students to help them on their journey to higher education.
- Supported the delivery of various design sprint workshops to high school students introducing them to creative thinking.
- Planned campus events and activities aiming to increase student community participation.

User Tester – Adobe (project NDA)

2022 - DUNDEE

- Participated in a two-month virtual user testing program.
- Five hours a week of research and time using a developing software.
- Problem solved and provided feedback for future user experience.

Secretary - Social Digital Society

2022-2023 - DUNDEE

- Responsible for setting agenda, hosting and minute taking at weekly committee meetings.
- Provided essential communication between committee members and the society by creating email and text campaigns.
- Completed valuable GDPR training and maintained records.
- Organised social events for over 100 people.

Customer Service Roles - Various

2018-2022 - DUNDEE/EDINBURGH

- Roles involving customer care including Marks and Spencer, Primark, Cramond Bistro and Heathers Street Food.
- Warmly greeted and served customers to ensure customer satisfaction.
- Maintained and operated espresso machines to barista quality standard.
- Level 2 Food hygiene certified with experience working in fast paced kitchen environments.