



LUKE WYATT

DIGITAL DESIGNER

contact

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- Current role** Lead Web / Graphic Designer at Norwegian Cruise Line
Education Computer Aided Product Design
Bournemouth University 2004
Expertise Digital Design, Photoshop, Dreamweaver, Indesign,
Illustrator, HTML, CSS
Clients Include Norwegian Cruise Line, BBC Proms, British
Triathlon and British Rowing
Website www.lukewyatt.co.uk
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Employment

01/2010 – Present • Norwegian Cruise Line **Lead Web / Graphic Designer**

The Company:

With a fleet of 11 ships sailing worldwide, Norwegian Cruise Line is the innovator in cruise travel with a 44-year history of breaking the boundaries of traditional cruising, most notably with the introduction of Freestyle Cruising which has revolutionised the industry by allowing guests more freedom and flexibility.

Key Responsibilities:

- Lead the creative approach for the European wing of NCL across the UK and German offices.
- Redesign and manage the creative and user experience of www.ncl.co.uk
- Design of print based collateral and advertising including brochures, flyers, posters, display stands etc.
- Redesign and manage the functionality and ease of use of the trade facing website.
- Lead the social media activities across facebook, twitter, etc.

01/2007 – 10/2009 • Cabbell Publishing **Designer**

The Company:

Working both on print and digital projects for companies such as the British Rowing, Triathlon and Gymnast Associations, the BBC Proms, Westend Theatres, Hilton Hotels Group and many more.

The company has built up a reputation for excellence and precision that has seen its clients require added and ever varied design/creative solutions.

Key Responsibilities:

Creative design and management across all company projects, both print and digital. This included conceptual artwork, magazine layout design, full web design, animated banners, image sourcing with advanced editing, POS, advertising projects, managing freelancers and printers, liaising directly with clients and project pitching.

05/2005 – 09/2006 • Snows Timber **Designer**

Position Details:

Responsibility for all areas of design within a large, busy construction and design company. I worked on all projects from initial brief through to final production.

Examples of my work and further information is available at:

www.lukewyatt.co.uk





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Technical / specialist skills

I possess a comprehensive and expert knowledge of the following:

- The Full Adobe Creative Suite 5;
- Quark Xpress;
- StudioTools Surface Modelling Package;
- AutoCad;
- Ideas Solid Modelling Package;
- HTML and Java coding.

I also have experience of Flightcheck, Pro Engineer, and 3D StudioMax, plus extensive knowledge of most computing packages including Microsoft Office.

Education and qualifications

2000 – 2004 • Bournemouth University
BSC (Hons) Computer Aided Product Design.

Course aims:

The course was focussed on producing well-rounded designers that have flair and creativity along with advanced technical and functional knowledge.

Course content included:

- Advanced CAD / computing;
- Study of consumer habits, trends and preferences;
- Extensive design management and business development training;
- Product perception and design techniques;
- Presentation methods / techniques.

1998 – 2000 • Woodroffe School

Advanced GNVQ in Art and Design (awarded highest grade in year), and A-Level Physics.

About Me:

I am a digital designer and creative lead who studied Product Design at Bournemouth University before heading to London, where I now work as Lead Web / Graphic designer for Norwegian Cruise Line.

My original plan for a career in product design was interrupted a couple of years into my degree when I discovered Adobe. After that it was all over: "I fell in love with it. I love the ability to create something unique and instantly share it with the world".

I found that I could use the same design process ingrained in me through product design and apply it to digital projects. I quickly picked up Adobe, HTML, CSS and Javascript by finding any way I could to apply it to product design projects and began experimenting with all of my new tools.

A few years later I am now immersed in the digital design community and cannot learn fast enough. Enjoying the challenge of mastering new editing techniques, PHP, e-communications and various CMSs, I aim to produce beautiful yet functional digital experiences.

I draw my inspiration from everyday life – places I visit, music I listen to, different cultures and the creative people I work with – treating each new project as a chance to try something new and create something different.

Between creating digital designs, I enjoy shooting around the countryside on my mountain bike, trying to play sports and a hot cup of tea.

References are available upon request.

Examples of my work and further information is available at:

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