

# Lucy Player

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Happiest when surrounded by pens, paper and pixels, Lucy is a designer with an attention to detail, and has an eagle eye for misused apostrophes. Level-headed and practical in her methods, Lucy's skills encompass typography, illustration, art-direction, and graphic design for both printed and digital media.

## Professional Experience

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### 2011 - 2015 **Graphic Designer: The Grid Creative**

Spent four years at communications agency The Grid Creative, working with a small team of designers on a diverse range of projects for a number of international brands.

**Mothercare:** Art-directed and designed seasonal campaigns and catalogues for iconic maternity and children's retailer Mothercare. Creative photography concepts became key in developing engaging designs that would appeal to mums-to-be and new parents.

**Heal's:** Part of the design team behind the rebrand of Heal's, taking inspiration from their heritage, and positioning them as sophisticated, high-end furniture retailer who put quality craftsmanship at the forefront of everything they do.

**Neal's Yard Remedies:** Produced photoshoots and designed brochures for Neal's Yard Remedies. The organic natural health and beauty retailer wanted to sit more inline with their competitors, which was achieved through simple, contemporary photography styling, and elegant design layouts.

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### 2010 - 2011 **Digital Designer: Matt&George**

A hands-on introduction to digital design came at Matt&George, working on design projects for websites and apps, from the architecture and wireframing, right through to delivery.

**Vivobarefoot:** Architected and designed the Lee Saxby Training Clinic microsite for Vivobarefoot, creating a hub of information and advice for running enthusiasts, and an opportunity to book sessions with a barefoot running coach.

**Cosyfeet:** Re-designed a fully transactional e-commerce website for shoe retailer Cosyfeet, introducing new styling to better appeal to their audience, and the one-step-checkout feature allows a simplified shopping experience.



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## 2010 - 2017 **Independent designer**

Freelance opportunities have led to collaborations with some great companies across the years, from a variety of sectors.

**Southend-on-Sea Film Festival:** Since 2010, annually produce brochure designs for the Southend-on-Sea Film Festival, run every May bank holiday by The White Bus.

**Film Factory Pictures:** Designed promotional collateral and investment packs for Film Factory Pictures, a UK and Rio De Janeiro based production company.

Created brand identities for **Weird Eyewear**, **OJB Fitness** and **Friends Farm**.

## Awards & Qualifications

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- Commendation at the 2010 D&AD Student Awards
- 1st Class Honours degree, BA (Hons) Graphic Design, South Essex College

## In her other life...

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Lucy is also a greeting card publisher, with her Hoppy Bunnies designs stocked in a number of independent shops around the UK. She is a member of the Greeting Card Association, and exhibits at Progressive Greetings Live in London. When not drawing bunnies, she can often be found watching live music at gigs and festivals, getting to grips with gluten-free baking, or sipping a G&T in one of the many locals on her doorstep in Crystal Palace.

