

321 Adelaide Wharf, 120 Queensbridge Road, London E2 8EZ

e: lydia@pincombe.co.uk p: +44 (0)7931 978 989 t:@lydiar www.linkedin.com/in/lydiapincombe www.pincombe.co.uk

born: 18/06/1979 nationality: British

A little bit about me

I am a digital designer & graphic designer who has spent the past 9 years in London and Dublin working on some amazing projects for clients that include Cadbury, Audi, HB/Walls, O2, Carlsberg, Uncle Ben's, Budweiser, Emarat Petroleum (UAE) and Marks & Spencer. I have experience in a variety of areas including FMCG, retail/ecommerce, travel, petroleum, corporate communications and the arts. I am a very hands on designer who likes to get involved right from the beginning in everything from ideas and concepts, producing the designs and overseeing the final production. I enjoy working with industry experts as part of a team, I love to learn – it's one reason why I still find every project exciting. Another reason would be my love of digital media as revolutionary communication tools, capable of creating great experiences for us to enjoy and solutions that make our daily lives a little easier.

I called Dublin my until early 2009 when I left to move back to the UK, taking a 6 month travel break between the two countries. While in Dublin I worked for ebow, one of Ireland's leading agencies, as the Design Team Head where I gained invaluable experience in running a small team. Prior to Dublin I worked in the digital department of some of London's top communications and branding agencies. I am originally a farmers daughter from Devon, who can indeed milk a cow, and I would be delighted to come and talk through any of the projects listed here in my CV.

September 2009 – Present

Freelancing

www.pincombe.co.uk

Since my return to the UK I have been freelancing for a number of different companies working mostly on websites and digital marketing projects, including an i-phone app for Carlsberg. I have also been helping to develop work for ebow uk, the sister company of Dublin based ebow, who are currently opening an office here.

Projects include:

- Carlsberg CatLaughs iPhone App: Interface designs (itunes.apple.com/app/cat-nav/id370137942?mt=8)
- MuttUgly: Ecommerce site. I developed the site structure and produced the designs (www.muttugly.com)
- Circle: Design and site structure for their energy offering and expertise website (www.energy.circlebrands.co.uk)
(Phase 2 for the main corporate site will launch June 2010)
- thebigwindow: Design and illustration of their online Christmas card (www.thebigwindow.co.uk/christmas/christmas.html)
- Dublin Bike Week: Website design and eflyer for the Dublin Bike Week competition 'Cyclize your City' (www.cyclizeyourcity.ie)
- Audi Ireland: Banner ad concept and design for Audi's latest finance offering
- ebow uk: Business development and networking (www.ebow.uk.com)

February 2009 – September 2009

I took time out in between moving home from Ireland to do some travelling!

ebow: April 2004 – February 2009

Design Team Head

www.ebow.ie

ebow is a boutique, creative mixed discipline agency based in Dublin. While looking after my own design projects, from brief, to concept stage, through development and to final production I also ran our design team, under founder and Creative Director David Douglas. My responsibilities in looking after the team included advising the designers, reviewing work, organising brainstorming, working closely with the programmers, managing the studio work flow, some client account management and organising performance reviews. Working with Dave I helped to develop business for ebow through strategic digital planning for clients, writing client proposals, coming up with new ideas for our clients, developing pitch documents and then presenting these to clients.

During my time at ebow I was fortunate enough to work with some excellent clients and greatly develop my skill set, particularly within digital media. Here I have gained experience with many areas including using social media (Facebook, Twitter, Flickr, YouTube etc) for site promotion, ecommerce, tourism online, branded microsites, email marketing, MMS, txt to win campaigns, banner advertising, Google products such as Google sites and analytics, developing the user structure for bespoke CMS (Content Management Systems) and the creation of a bespoke 'TV' channel.

Projects include:

- 11890: Design of game to promote using the 118 90 service in Ireland (www.play11890.com)
- Audi: Design concepts and headed the team in the creation of the original pitch doc. I presented the work to the client in the first round for the early 2009 Audi pitch, which ebow then won
- BlinkPR: Website (www.blinkpr.ie)
- Budget Travel: Tourism website for an Ireland's leading tour operator (www.budgettravel.ie), email marketing, Flickr, Google widget
- Budda Bag: Website (www.buddabag.com), Flickr
- Budweiser: BudRising website, email marketing
- Cadbury: Website for the Cadbury U21 GAA championships 2006, 2007 & 2008 (www.cadburygaa21.ie)
- Cadbury: Website for Cadbury Snack (www.snackinthemouth.ie)
- Coolmore Stud: Website for Ireland's leading stud farm, email templates, inception of Coolmore TV (www.coolmore.tv)
- Coors Light: Microsite and branding for Coors Light Refresh
- Douglas Newman Good Commercial: Branding, print collateral, creation of the pink sale boards, website (www.dngc.ie)
- Dubarry: Branding, art direction of photography, print collateral, helping develop Bebo campaign for Dubarry 'Dubes'

- ebow: Website (www.ebow.ie), email communications
- entertainment.ie: Development of online brand, website templates (www.entertainment.ie), Metro cover wraps
- GAA: Design concepts and writing of key ideas for the proposal. ebow then won this pitch
- Gallery Number One: Email template for the Gallery Number One newsletter, promotional emails for New York Artists Skewville, Ronnie Wood and Pattie Boyd, design of previous website
- Genius: Brand development, stationery, shopping bags, creation of email templates, banner ads, online shopping website (www.genius.ie)
- HB Cows: Microsite and banner ads (www.hbpuppets.ie)
- Hector OhÉochagain: Website and online brand development for one of Ireland's biggest stars (www.hector.ie), Flickr, twitter site (www.twitter.com/hector)
- Irish Web Awards 2008: Best Entertainment Website (www.entertainment.ie)
- O2: Email communications, MMS
- Rothco: Website
- RTÉ: Website and CD-ROM used to sell advertising space
- Toxic Twins: Website (www.thetoxictwins.com)
- Uncle Bens: Microsite game where you had to kill turkeys for chef (www.unclebensturkeygame.ie)

Circle: October 2002 – April 2004

Designer

www.circlebrands.co.uk www.energy.circlebrands.co.uk

Circle is a boutique, independent agency specialising in branding and communication design particularly for clients based in the Middle East. Whilst at there I enjoyed a great deal of responsibility and relished the challenges that came with it, including solo trips to one of their main clients in Dubai.

Projects include:

- Circle: Company website, online Christmas card 2004
- Emarat Petroleum (UAE): Website (www.emarat.ae), bespoke on-line archive/library, website guidelines
- Emarat Misr (UAE): Emarat Misr brand guidelines manual
- Hogarth Davies Lloyd: Global website and country sites (www.hogarthdavidslloyd.com), online Christmas cards 2003 & 2004
- iTouch: Bling Ring brand and character personality development
- Mentoring and Befriending: Website
- Offspring: Retail environment concepts
- Quest International Sports Events: Website and identity concepts
- Shamil Vehicle Testing (UAE): Website (www.shamil.ae), plasma screen movie (Flash), interior graphics and materials
- Volunteering England: Bespoke website templating kit system
- Wally Olins: Wally's book microsite

Pauffley: December 2001 – October 2002

Junior – Middleweight Designer

Pauffley are now called Further Creative: www.furthercreative.co.uk

Pauffley are an FHD owned agency who specialise in corporate communications including financial reporting, graduate recruitment, CSR and corporate literature for print and online.

Projects include:

- Aegon: Annual report/review website 2002
- Credit Suisse: Website Airport feature concepts
- Marks & Spencer: Annual report/review website 2001 & 2002, Behind the review mini-site 2001 & 2002, internal CSR materials
- Phillip Morris International: Global graduate recruitment websites, Interview Tips Flash tool

Studiofish Interactive: June 2001 – December 2001

Junior Designer

Studiofish were a small new media agency specialising in work for education and the arts.

I enjoyed the fun, creative environment and being so closely exposed to the arts.

Projects include:

- BBC Megashapes: Educational website and character creation/illustration
- Hayward Gallery: Indian sculpture microsite

Other experience

- Blue Marlin: 2 1/2 month work placement
- Pearl Fisher: 1 month work placement
- Student Design Year Book 1999: Packaging design entered into final book

Education

- Somerset College of Arts and Technology: HND Graphic Design
- North Devon College: GNVQ in Art and Design
- Great Torrington School: 9 GCSE's A-C

Skills

- I have a good understanding of the technical aspects of the web and have much experience working on highly technical projects. This includes experience working on CMS projects, using social media, intranets and ecommerce site and integrating rich media content. I understand how the various different technologies available work and how to use them but I am not a programmer. I greatly enjoy working closely with highly technical people and value their input.
- I am highly competent in the latest CS packages of Adobe Photoshop, Illustrator, InDesign
- I am competent in Quark 4 and 5, Powerpoint, Dreamweaver and Word
- I have some basic Flash knowledge
- Having originally trained as a graphic designer I have excellent typographic skills, a good eye for detail and I can draw a bit...