



JAMES LAWTON

DESIGNER, ILLUSTRATOR & ANIMATOR

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PROFILE

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I would describe myself as a creative and hard working designer who is passionate about bringing a brand to life. Most recently involved in designing an application which allowed employees to check their sales leads and receive rewards based on performance. As well as designing & launching new websites for a leading tofu company and a skin care brand.

A keen and quirky illustrator and animator, who is passionate about motion graphics. I love to create and design through movement. Also as video content is currently in high demand due to increasing customer engagement by up to 80% on social platforms, this seems to be an essential skill in and designers bow. More recently I've also taught myself how to use Figma for UX/UI design work, as large companies have been transitioning towards this software recently. Learning new software is something I have always enjoyed doing.

When not working I love spending time with my family (I have a wife and a little boy) going out on adventures & holidays. I'm often found shooting and editing personal videos of our trips away and experiences to share with family. I also enjoy getting my hands dirty with some DIY on our 90 year old house.

SKILLS

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WEB DESIGN

HTML EMAILS

APP DESIGN

HTML & CSS

UX/UI

BLENDER

FIGMA

BRANDING

ANIMATION

VIDEO EDITING

MOTION GRAPHICS

IMAGE COMPOSITING

ILLUSTRATION

PRINT DESIGN

R

ROLE EXPERIENCE

SENIOR DESIGNER

APRIL 2019 - PRESENT

STREAM LTD

My time at Stream has been an excellent learning experience. Spending the last 3 years creating animations, building websites, editing videos for social content and design apps & emails. As well as being one of the designers at Stream, my role also includes heading up the design team, distributing the work coming in and maintaining the quality of designs & campaigns for our Clients. Which include Continental Tyres, Benromach Whisky, Audatex, Red Door Gin, Renault Trucks, Dragonfly Foods & Ingenious Beauty.

FREELANCE DESIGNER

OCT 2018 - APRIL 2019

JAMES LAWTON DESIGNS

After transitioning into freelance design I had the opportunity to work for some great companies including McCann MK which allowed me to work with some big clients such as PMI & their heated tobacco products.

DIGITAL DESIGNER

FEB 2018 - OCT 2018

BLACKHAWK NETWORK

At Blackhawk Network Europe I worked on a wide range of design projects to strengthen their creative strategies through user interface design, digital app design, social media posts & new product branding.

DESIGNER & PRE-PRESS

APRIL 2011 - JAN 2018

YOUR PRINT SOLUTION

Primarily working in print with the occasional digital project, I split my time between preparing artwork for a digital press and designing websites, business stationary, emails, web banners & large format advertising. For clients such as Wimpy and 20th Century Fox.

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FUTURE PLANS

I am now looking for a new and challenging permanent role in order to utilise all of my existing skills, whilst taking the opportunity to advance my career where available.

My particular areas of expertise are in web & print design, re-branding, motion graphics & animation. I would be happy to share more at an interview and look forward to meeting the team in the near future.

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EDUCATION

BA (HONS) DESIGN & ADVERTISING (2:1)
BUCKS NEW UNI

SEPT 2007 - MAY 2010

FOUNDATION ART (COMMENDATION)
NELSON & COLNE COLLEGE

SEPT 2006 - MAY 2007

A LEVELS (3 A-C GRADES)
CLITHEROE ROYAL GRAMMAR

SEPT 2003 - JUN 2006

GCSE'S (10 A-C GRADES *inc English & Maths*)
WEST CRAVEN HIGH SCHOOL

SEPT 1998 - JUN 2003