



**LAUREN DIGBY**  
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## PROFILE

I'm a twenty-something creative and have worked as a brand designer for a UK hotel company for 2 years. Always looking to grow and learn, I like to roll my sleeves up and get stuck in. As well as design for print and digital, I also dabble in HTML email coding. I'm experienced in the usual design programs, but Illustrator is my lifeblood. I love to combine my interests with my work, so food and football related designs really float my boat.

I work on multiple brands and enjoy seeing projects from brief to completion, creating the concept, copy and collateral. I always keep in mind the customer journey, message and target market to make sure my design is effective and commercial. Working with all aspects of the design process has allowed me to develop my skills and time-management. It has also taught me about maintaining consistency and quality within tight deadlines and has given me a killer eye for detail.

I love working in a team (playing football for over 14 years might have something to do with it), bouncing ideas off others to find a creative solution. I'm always on the lookout for great ideas, new techniques and technology, whether it's in an email newsletter I've signed up to, a beer label or even a clever tweet. I like to think I'm positive, friendly and up for a challenge.

## EXPERIENCE

Brand Creative  
Village Urban Resorts with 26 UK hotels  
March 2013 - present

Brand Creative  
DeVere Group  
March 2013 - November 2014

Junior Brand Creative  
DeVere Group with 35 UK sites. Village Urban Resorts,  
DeVere Hotels & Resorts, DeVere Golf, The Belfry.  
August 2012 - March 2013

E Commerce Assistant  
Village Urban Resorts  
August 2011 - January 2012

Food & Beverage Assistant (Waitress)  
Village Urban Resort Warrington  
November 2006 - January 2012

Work Experience  
RAW, Manchester, September 2011  
And Partners, Manchester. June 2007  
BJL, Manchester, July 2005

## SKILLS

Programs:

- Illustrator
- Dreamweaver
- Photoshop
- InDesign
- Microsoft Office

Creative:

- Copywriting
- Concepts
- Inline HTML
- Responsive email design and build

Personal:

- Attention to detail
- Time-management
- Organisation
- Free kicks

## REFERENCES

On request

## EDUCATION

University of Salford  
BA Hons Graphic Design  
First Class Honours  
September 2008 - May 2011

Barrow Hall College  
A levels: Graphic Design, Art,  
Media Studies, Business Studies  
September 2006 - July 2008

Great Sankey High School  
GCSE's  
A\* A\* A\* A\* A A A A B  
September 2001 - July 2006