

Rowan Lake Falconer – UI Designer

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PERSONAL STATEMENT

I'm a visual communication designer.

I have a passion for illustration, beautiful typography, clever design, music, and most things arty.

I'm a little geeky, and have a fascination with bicycles, I'm pretty snappy with a camera, sharp with a pencil and probably drink more coffee than I should!

I started my career in New Zealand where I was able to develop my skills over a range of creative channels such as brand development and spec, print and digital marketing campaigns, illustration, and point of sale design. I have been based in London London for the past four years where I continue to work on a freelance basis.

QUALIFICATIONS

2005 Foundation Certificate of visual communication design / Massey University Wellington.

2005-2008 Bachelor of design with honours (Illustration) / Massey University Wellington.

CREATIVE EXPERIENCE

2012 – Today Freelance Designer - London / Current position

During this time I have been lucky to work on a broad range of design projects from concept and pitch work, Advertising, and design for the web. I have had the chance to work with and learn from some great creative agencies such as Dewynters London, Catch Digital, The British Museum, Edelman Digital and Travel supermarket to name a few.

2011 Phil&teds Most Excellent Buggy Company / full time position

While at Phil&teds I filled the role of 'Designer and marketing creative' where I had the opportunity to work on five unique global brands. I was involved developing and producing retailer and consumer facing advertising and marketing collateral. In 2010 I had the opportunity to design the artist edition range for Mountain Buggy along with point of sale and online product launch materials.

SKILLS & SOFTWARE

- + Responsive UI design
- + Excellent knowledge of Adobe CC
- + Idea generation and pitch work
- + Excellent knowledge of Sketch 3
- + Print production knowledge
- + Prototyping in Invision
- + Illustration

Note: References and extended information can be found on LinkedIn

