

# HELLO, I'M KIRSTY LAWRIE



**New Blood  
Awards Winner  
2022**

I'm a creative and graphic designer with particular interests in branding, advertising and social design. My notable strengths include in-depth research, creating brands and script writing in addition to typography and more traditional design practices. I display exceptional written and verbal communication skills and aim to create idea driven concepts beyond just aesthetic designs with my projects. My design process is supported by my research and never made purely for aesthetic, allowing me to problem solve effectively. I'm also accustomed to performing in deadline-driven environments either amongst a team or independently.

## EXPERIENCE

Sep 2022 - current

### Junior Design Intern

Ogilvy

- Creating seasonal promotional material for Sainsbury's at an impeccable standard in line with the brands on guidelines.
- Branding and designing a series of gift boxes on behalf of Dove to be sent to TikTok influencers to promote a series of ranges and products.
- Working with internal communications executives to create a project on Ogilvy employee's 'Creative Inspirations.'

Aug - Sep 2022

### Junior Design Intern

IRIS Worldwide

- Working on a mixture of conceptual and creative work for the likes of adidas, in particular work for 2022 World Cup and Team USA.
- Using industry standard brand guidelines, as well as motion skills, to create and make promotional material for international clients, such as BRITA.
- Working internally to create and illustrate the roles within the design and creative departments to become part of future hiring materials.

July 2022

### New Blood Academy

D&AD (online)

- One of 50 individuals chosen from around the world to participate in a two week intensive creative boot-camp as a result of my New Blood pencil & portfolio win.
- Leading a team of 5, across a 17 hour difference, to deliver a pitch to adidas to encourage Japanese girls aged 11-17 to participate in sport.
- Worked and learnt from multiple world class creatives, from multiple disciplines and countries.

May - Jul 2022

### Freelance Designer/Creative

Catalyst Creative

- Creating and pitching self generated concepts to the likes of Affinity Water.
- Responsible for the delivery and creative direction of KV's for multiple clients.
- Creating ideas for experiential concepts for the likes of Redbull and Starbucks.
- Working full time whilst also completing the final months of my Final Major Project as part of my degree.

## CONTACT

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## EDUCATION

2019 - 2022

BA Graphic Design (1st)

University of Hertfordshire

2017 - 2019

A-Level:

Graphic Communication,  
History & Math

Dr Challoner's Grammar  
School

2012 - 2017

GCSE: 12 (A\* - B)

Dr Challoner's High School

## DESIGN SKILLS

Identity Design / Branding /  
Typography / Print Design /  
Storyboarding / Script Writing /  
Illustration / UI Design Packaging /  
Layout / Editorial Design

## OTHER SKILLS

Leadership / Communication  
/ Versatile Worker / Idea  
Generation / Confident Speaker /  
Sociable Team Member / Positive  
Person / Dyslexic

## SOFTWARE

InDesign / Illustrator / XD /  
Photoshop / After Effects /  
Figma / Microsoft / Windows /  
Google Workspace / IOS