

STEW ART LUCKING

DESIGNER & ART DIRECTOR

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SUMMARY

My creative design solutions are born from a rigorous process that encompasses pencil and paper, some furrowed brows, an inquisitive, questioning mind, dedication and a generous helping of commitment.

I create consistency of message across all channels; corporate identity, branding, web, packaging, print materials, and advertising.

Passion is key and allied with ideas and craft it's this passion that ensures each individual brief is approached with exactly the same enthusiasm.

ROLES

Art Direction and Design, concepting & brainstorming, storyboards, artwork.....thinking.

TRAINING

Bournemouth & Poole College of Art & Design
Portsmouth College of Art.

SOFTWARE

Photoshop, Illustrator, Fireworks, Indesign, After Effects, C4D.

HISTORY

Freelance

May 09 - present

GrDF, Motion Boutique.tv, Digitas, Nissan, UK Trade & Investment, OneKind, Lida, Danix LLP, All About You social media, Executive Space, Healthcare Computing, City Beacon.

Permanent

Jan 06 - April 09

Wunderman/Y&R

Ford, Land Rover, Dell, Learn Direct, miadidas, P&G, Microsoft Advertising, Samsung, Jaguar.

Art Direction and Design, concepting, storyboards, brainstorming for integrated, pan-european projects; websites, microsites, rich and standard online media, email, ambient media and interactive tv.

Microsites:

Ford Focus MCA

Ford Focus Own The road Again

Land Rover Pursuit

Ford Torneo Connect

Ford Galaxy

Ford Fusion

Freelance

2000 - 2006

Grand Union, Sony, Tetley, Start Creative, Carat Interactive, Virgin, Hertz, Real Taoism, Snopake, Red Snapper, Thames & Hudson, Rimmel London, Space NK, Racing Green, EMAP online, Kerrang, Cartoon Network, Notting Hill Publishing

SELECTED WORKS

FORD OF BRITAIN

Ford Focus - 'Own The Road Again

Project: Website

Remember when driving felt this good? Recalling the thrills and driving experience of childhood.

Assets were extracted from the Ford GT40 game and leveraged into a unique user experience highlighting all the road handling features of the new Ford Focus..

Roles:

Art Direction, design and artworking of complete microsite, emails and all online advertising.

Storyboarding of user experience and direction of 3d motion artists.

Management of team of developers for site build and online ads.

<http://craftyfish.com/online/ford-focus-otra>

<http://vimeo.com/4533939>

CARTOON NETWORK

Powerpuff Girls 'Power Manga'

Project: Digital Style Guide on CD

Inspirational Manga-inspired themes, colours and patterns for global distribution to empower Creative teams to design Powerpuff Girl licensed apparel, furnishings and stationary items in Europe and Asia.

Roles:

Art Direction, design and artworking of double-sided poster, CD insert and accompanying packaging.

Liaison and organisation of print run, CD dupes and delivery to client.

<http://craftyfish.com/offline/cartoon-network/>

UK TRADE & INVESTMENT

UKTI web site

Project: Online user interaction

A business portal that aims to promote and manage new and current relationships between the UK Government and global buyers and sellers.

Roles:

Design and documentation of 100+ User Case scenarios to form a complete and immersive user experience. Featuring; input forms, tab selectors, drop down menus and Ajax useability features.

<http://craftyfish.com/online/ukti/>

HCC

Identity, Website, internal comms.

Project: Re-branding

Healthcare Computing is a rapidly evolving supplier of IT infrastructures to the Primary Health Care market in the SW of England.

Their branding was non-existent. I developed a relevant identity system that is set to be applied across multiple channels in the coming months.

Roles:

Art Direction, development and design of new logomarque and branding system. Style guide, website look and feel, customer interaction forms, emails, internal comms and ongoing consultancy.

<http://craftyfish.com/identities/hcc/>

