

DESIGNER
LUKE GUILFORD
CV

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LUKE
GUILFORD

I'm a designer based in Auckland, New Zealand. I have recently finished a Bachelor of Design at the Auckland University of Technology, majoring in Communication Design. I'm most interested in the intersection of graphic design and its application to digital mediums. While at AUT I specialised in UX/UI design, but always had a greater interest in the more traditional graphic disciplines - primarily editorial and branding design. Where possible, I enjoy using my knowledge of traditional principles and applying them in the context of the web and other similar digital mediums.

EDUCATION

Auckland University of Technology
Bachelor of Design Maj.
Communication Design
(UX/UI) 2015 - 2018

2010 - 2014
Auckland Grammar School

RECOGNITION

2X GOLD BEST AWARDS
(Interactive, Graphic) -
Variable Futures:
A Typographic Exploration.
Variable Futures - UI Jar
Variable Futures - The Gallery
Variable Futures - klikkenthéke
Shift V.01 - The Gallery
Shift V.01 - CSSDSGN
Shift V.01 - Minimal Gallery
Shift V.01 - SOTD Typewolf
Shift V.02 - klikkenthéke
Shift V.02 - CSSDSGN

TECHNICAL PROFICIENCY

Photoshop
Indesign
Illustrator
Sketch
Principle
After Effects
Premiere Pro
Pen & Paper

EXPERTISE (RELATIVE)

Art Direction
Branding
Typography
Web Design
Experimental UI
Experimental UX
Editorial Design
Logo Design

EXPERIENCE

Shift Exhibition (Mar - Nov 2018)
Creative Lead

Alongside creative partner Nathan Walker (and numerous contributors) I developed and executed the Shift Exhibition, 2018's iteration of AUT's annual Communication Design Showcase. We firstly conceptualised the Shift brand before carefully executing design deliverables across a number of mediums. These included: A set of posters, industry invites, a publication, way-finding documentation, three brightly painted Shift wheelbarrows, a website and an animated motion graphics piece.

We built and executed the Shift Exhibition using three main brand pillars. Firstly, the use of three striking colours; purple, orange & hot pink, a versatile logo system that has the capacity to shift its form for its intended application, and finally, a ridiculous brand motif, wheelbarrows. These act as a mascot for Shift, the champions of our loud thinking.

The Pond (Aug 2017 - Nov 2018)
Intern

The Pond was a great opportunity to get a look in the 'back door' of the creative industry in Auckland. I was able to gain a clear understanding of how a successful agency ticks. During

my role as The Pond's intern I was responsible for the creation of all assets used in marketing activities. This spanned printed DM campaigns through to social media assets and banner ads.

McIntyre Entertainment (Sep 2016 - Aug 2017)
Marketing & Design Coordinator

This position required me to tackle a range of creative challenges for any one of four McIntyre hospitality venues. During my time in this role I worked on creating menus, custom-made signage, collateral identity items, beer label concepts, social media content & business proposal documents.

Reel Direct (Feb - Sep 2016)

Intern Graphic Designer (6 months fixed term)

In this role I was required to carry out administrative jobs, as well as the creation of artwork for clients of the agency.

REFERENCES

Leighton Howl - The Pond / Talent Director
021 702 573

Peter Gilderdale - Senior Lecturer / AUT
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Gerbrand Van Melle - Lecturer / AUT
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