



Luke Archer



lukearcherdesign.co.uk

lukearcherdesigner@gmail.com



/LukeJArcher

07980 539876



Personal Profile

I am an experienced Graphic Designer and Content Creator with over 6 years of proven success in translating concepts into impactful visuals. Specialising in brand identity and design, I thrive in collaborative environments, contributing expertise to produce effective and inspiring designs. I am excited to continue my journey, utilising my skills to tell stories, evoke emotions, and make a lasting impact.

Experience

Marketing Coordinator at Leightons Opticians, Hybrid

Apr 2024 - Present

- Designed all print collateral, including posters, leaflets, and magazines
- Managed the successful Christmas campaign across print and digital
- Collaborated across teams and external suppliers, working to deadlines
- Photographed events and maintained equipment and its storage

Graphic Designer at Kane FM, Remote

Sep 2023 - Present

- Rebranded logo and identity for 2024
- Filmed and edited video content
- Managed social media channels

Content Creator at Powerhouse, Hybrid

Jul 2021 - Sep 2023

- Redesigned branded assets including logos, icons, and graphics
- Filmed and edited videos for numerous clients
- Enhanced the company's online presence through social media

Marketing Manager at Red Rock UK

Jul 2018 - Jul 2020

- Boosted world-wide sales on Amazon and eBay by 5%
- Managed and improved product listings
- Monitored sales and traffic analytics

Technologies

Adobe Creative Suite

Illustrator

Photoshop

InDesign

Premier Pro

After Effects

Google Analytics

Skills

Branding & Design

Social Media

Analytics

Photography/Videography

UI/UX Design

Project Management

Problem Solving

CRM Systems



Education

PPA University 2014 - 2017

LTCL Level 6 Distinction (Licentiate)