

MARTIN FRANCIS LANE

Graphic Designer & Artworker

My work 

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Senior Designer and Creative Artworker with over fifteen years experience. Highly innovative with extensive knowledge and understanding of 'design for print'. Exceptional collaborative and interpersonal skills; a dynamic team player with a driven, yet caring and supportive attitude. Experienced at performing in tight deadline-driven environments, running projects from initial client brief to final delivery and managing clients expectations throughout.

Skills

- Specialist in design and layout for print
- Meticulous attention to detail, including proofing and supervising six-figure print runs
- Adept at working within brand guidelines and able to contribute new, creative ideas
- Keen sense of visual story-telling and composition
- Proficient in account management and client liaison
- Proven ability to perform under pressure while managing multiple projects and meeting tight deadlines
- Experienced in managing a fast-paced design studio, overseeing workflow, coordinating multiple clients, and ensuring timely, high-quality delivery

Experience

Senior Creative Artworker - Lion Creative

November 2022 - Present

Part of a busy design studio, delivering design and artwork projects for major retail and cosmetic brands. Work includes in-store shopper marketing, POS, large format, influencer send-outs, online advertising, and digital content. Key clients include **Danone**, **L'Oréal** and **Fox's Biscuits**.

Responsibilities:

- Produce high-quality artwork across print and digital, adhering to brand and project guidelines
- Retouch images and refine layouts with strong attention to detail and typography
- Prepare artwork for proofs and final production, ensuring accuracy and print-readiness
- Collaborate with design team to develop creative, production ready solutions
- Manage deadlines and shift priorities efficiently, acting as studio manager when required

Senior Graphic Designer & Creative Artworker - Printstore

January 2015 - November 2022

Artwork and design projects from concept through to print and production, including branding, menu design, POS, large format, editorial, and layout. Proven success in brand development and rollout across email campaigns, web graphics, asset creation, and social media content. Key clients include **Deliveroo**, **Coppa Club**, and **Gourmet Burger Kitchen**.

Responsibilities:

- Lead creative on challenging client briefs, generating concepts and pitching to clients
- Executing concepts from the design stage and through the full production process

- Project management and client liaison
- Overseeing pre-press on all production runs
- Management of the production team
- Preparing proposals, researching and pricing projects

Graphic Designer - Overseas Property Professional

February 2009 - December 2014

Design work across editorial, advertising, branding, print, email, and web assets in a fast-paced, deadline-driven environment requiring organised, accurate delivery.

Responsibilities:

- Leading an overseas design team including time zone management and workload delegation
- Design and production of large-scale exhibition stands and promotional collateral for global events
- Layout for OPP magazines, circulated to over one hundred thousand industry professionals
- Creating advertising concepts for external clients

Education

BA(Hons) Graphic Design

University for the Creative Arts (UCA Epsom), 2003 - 2006

Technical Skills

Adobe Creative Suite: InDesign, Photoshop, Illustrator.
WordPress, Mailchimp, Wix, Experienced Photographer.

Interests

- Competitive swimming, representing Great Britain at international competition level.
- Maintaining up to date skills in Adobe Creative Suite and Adobe Firefly through personal projects.

Clients

L'ORÉAL



MAYBELLINE
NEW YORK



ACTIVIA

