

Lucia Klander

(she/her)
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Hello there! I'm Lucia, a designer specialising in art direction and context-driven visual communication, passionate about building meaningful connections between people and brands. I am currently working at a creative agency called Rodeo, collaborating closely with my creative director to develop and execute brand-defining work for clients such as Monster Energy and Prime Video.

With over a year of experience in branding, print, art direction and digital design within a creative agency, I thrive on nurturing concepts and bringing them to life through captivating visuals. My creative process is rooted in collaboration, storytelling and community engagement, which leads to ensuring each project carries a clear, purposeful narrative.

Education and Achievements

Central Saint Martins (UAL)
BA (Hons) Graphic Communication Design
September 2020 - May 2023

Final body of work:
"Fostering Connection in Female-Centred Communities", exploring the intricacies of how women care through play.

Ravens Wood School - A-Levels, Sixth Form

Graphic Communication Design (A*), Politics and German.

Junior Designer at Rodeo, August 2023 to Present

Company Type:
Creative Agency

Select Clients:

- Kingdom Collective
- Monster Energy
- Primark
- ainslie+ainslie
- Prime Video
- Entain
- Philips Sonicare

Creative Direction:

Led the design and art direction for various projects, ensuring alignment with the client's existing brand identity while maintaining a fresh and innovative aesthetic for select campaigns.

Collaborative Concept Development:

Partnered with copywriters, strategists, and led freelance motion designers to conceptualise and deliver integrated campaigns, ensuring a seamless fusion of visuals and narrative.

Brand Identity & Strategy:

Designed and developed brand toolkits for clients like Monster Energy, focusing on creating visual systems that resonated across digital and physical touch-points.

Art Direction for Motion:

Worked collaboratively with motion designers to translate static designs into engaging motion graphics for digital and social media platforms, ensuring all assets maintained consistency with the overall brand strategy.

Photography & Set Design:

Contributed to the art direction for photoshoots and video projects, storyboarding ideas, collaborating with photographers and directors, and ensuring creative vision was fulfilled on set.

Client Collaboration:

Maintained strong communication client-side throughout creative processes, managing feedback and delivering designs that met and exceeded expectations.

Consultant at WPP, September 2023 to November 2023

Company Type:
Advertising Agency

Overview:
FTC Design Consultancy for the cover of Atticus Journal.

Design Intern at MUBI, June 2023 to August 2023

Company Type:
In-House Design Team

Reason for Leaving:
FTC and also found another role.

Artworking for Social Media:

Created visually engaging designs for MUBI's social media platforms, ensuring consistency with the brand's aesthetic while promoting new film releases and platform updates.

Campaign Support:

Designed assets for various film campaigns, including theatrical releases and platform-exclusive content, ensuring that promotional materials aligned with the marketing strategy.

Collaborative Concept Development:

Worked within a larger creative team, brainstorming and contributing to new ideas aimed at enhancing MUBI's platform both visually and strategically.

Cross-Functional Collaboration:

Coordinated with marketing teams to ensure that all design assets supported ongoing campaigns.

Design Intern at Soul, October 2019

Company Type:
Marketing Agency

Assisting in Animation Production:

Composing After Effects animations for the company's social media channels, enhancing visual storytelling and engagement through a motion-first approach.

Research and Analysis:

Conducted research on customer engagement patterns to identify trends and behaviours.

Collaborative Support:

Provided assistance to the design team, contributing to brainstorming sessions.

Key Skills, Personal Hobbies and Attributes

Broader Skills:

- Context-Driven Creative Research and Concepting
- Art Direction
- Pitch Proposals and Presentations
- Client Communication (Written and Verbal)
- Creative Freelancer Management
- ... and most importantly, design.

Technical Skills:

- Adobe Photoshop, Illustrator and InDesign (Advanced)
- Figma, Adobe AfterEffects and Premiere Pro (Beginner)

Things that I am passionate about (not design-related):

- Finding all the pubs in London with 0.0% Guinness on draught.
- Democratising menstruation.
- My Half-Marathon that I need to start training for.
- Debates that result in Wikipedia deep-dives.

A couple of books I recommend:

- Modern Manners by The Gentlewoman
- Citizen First, Designer Second by Rejane Dal Bello