

Lucas Ferry

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PROFESSIONAL SUMMARY

Lucas approaches every project with a research-driven mindset and a deep respect for craft. Whether developing brand identities, optimising digital interfaces, or contributing to collaborative campaigns, he delivers polished, purposeful work that balances clarity, creativity, and cultural relevance.

EDUCATION

Honour's Ontario College Diploma—Advertising & Graphic Design 2025
Humber Polytechnic Toronto

WORK EXPERIENCE

Dishwasher August 2023– June 2025
Paradiso Oakville

- Cross-trained in multiple kitchen roles, supporting food prep, line cooking, during high-volume shifts.
- Maintained efficiency under pressure by multitasking and adhering to food safety protocols and cleanliness standards.

Web UI/UX Designer—Co-op March 2023 – May 2023
KonarkPro Toronto

- Redesigned web interfaces with a user-centred approach, improving navigation, hierarchy, and visual clarity across key pages.
- Developed and iterated UI concepts based on brand identity and user needs, collaborating with developers to ensure design feasibility.
- Conducted competitive analysis to inform interface enhancements and maintain relevance in the market.
- Communicated design decisions and rationale in team meetings, ensuring alignment.

PROJECTS

Imprint Portfolio Show | Photoshop, Illustrator January 2025 – April 2025

- Supported the branding and promotional strategy for Humber's 2025 Advertising & Graphic Design and Media Communications graduate showcase, aiming to increase event visibility and unify visual communications.
- Co-developed logo concepts and advertising assets for social media, aligning visuals with the event's identity and ensuring consistency across platforms.
- Collaborated cross-functionally with student teams and faculty to refine creative direction, contributing to increased digital engagement and event turnout.

TECHNICAL SKILLS

Design & Creative | Art Direction, Brand and Identity Design, UX/UI Design, Fine Typography, Layout Design, Editorial Design, Style Guides, Flexible Design Systems, Copywriting

Tools & Software | Adobe Creative Suite (Illustrator, Photoshop, Indesign, After Effects, Premiere Pro), Website Design (Figma, Framer, Webflow, Readymag, Squarespace, Wix)

Research & Strategy | High-level Design Strategy, User Research, AAA+ Accessibility Standards, Responsive Design, Design Thinking Methodologies

Collaboration & Management | Creative Problem Solving, Project Management, Team Leadership, Presentation & Public Speaking, Cross-Functional Collaboratio