

# Stanley Lucas.

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## About me.

Multidisciplinary creative specialising in fusing design, technology, and storytelling. With a background in creative computing and graphic communications, I bridge the gap between technical feasibility and high-level brand vision. I have a proven track record of working with teams to deliver complex, large-scale activations for global brands like F1, Cisco, and IBM. My goal is to direct innovative, immersive experiences that push the boundaries of how people interact with digital and physical spaces.

## Skills.

### **Design & Direction**

- Concept Development, Storytelling, & Visual Identity, Artworking
- UX/UI (Figma), Motion, & Interactive Design
- Client Communication, Pitching, & Freelance Management

### **Creative Technology**

- Front-End (HTML/CSS/JS), API Integration, & System Design
- Interactive Installations, Hardware Integration, & Prototyping
- 3D Modeling (Rhino/Blender) & Live Visuals (Resolume)

### **Software & Specialised Tools**

- After Effects, Premiere, Photoshop, Illustrator & InDesign
- Webflow, WordPress, & custom-coded solutions
- 3D Printing, Laser Cutting, & Large-scale Print

## Experience.

### **Creative Technologist**

George P Johnson - London - Full-Time Contract  
*Nov 2024 - Present*

- Designed and delivered UI/UX, interactive systems, and immersive experiences for global clients including Cisco, World Economic Forum, F1, and IBM.
- Led creative and technical planning & designing for large-scale experiential activations, integrating digital interfaces, physical installations, and live content.
- Built and implemented internal APIs and publishing systems enabling remote content management across event environments.
- Collaborated closely with senior designers, developers, and producers to align creative vision with technical execution.
- Conducted concept development and pitched innovative design and technology-led solutions to internal teams and clients.
- Briefed and directed freelancers to ensure accurate execution of complex design concepts and technical requirements.
- Assumed senior design and technology roles, managing projects from inception to completion with independent leadership.
- Presented project updates and high-level design concepts directly to clients, ensuring alignment with brief objectives.

### **Lead Graphic / UX & UI Designer**

LovePrint - London - Freelance Contract  
*Oct 2024 - Apr 2025*

- Led end-to-end design across branding, digital, and physical outputs for multiple client projects.
- Delivered complete rebrands including visual identity systems, website, signage, and vehicle graphics.
- Acted as primary design lead, managing timelines, freelancers, and client communication.
- Presented concepts, progress updates, and final outcomes directly to clients.

## Achievements & Interests.

Led design projects for Stanford and Y Combinator accelerator programmes, receiving special recognition from judges.

Work has received both a silver and gold Drum Award for experiential design.

Exhibited design and photography work at the Jersey Museum and various pop-up exhibitions.

Self-taught classical pianist and bassist, with live performance experience at festivals and venues.

## Education.

*BA (Hons) Graphic Communication*  
**Central Saint Martins, UAL**  
2020 - 2024

*BA (Hons) Creative Computing*  
**Creative Computing Institute, UAL**  
2022 - 2023

*Foundation Diploma in Art & Design*  
**Arts University Bournemouth**  
2019 - 2020

### **Graphic / UX & UI Designer**

TouchStone Startup - Berkeley, CA - Remote Freelance  
Oct 2023 - Mar 2024

- Designed app layouts, wireframes, and visual systems for an early-stage startup product.
- Worked cross-functionally with product and development teams to ensure design feasibility and consistency.
- Produced investor and client-facing pitch decks supporting fundraising and product strategy.

### **Graphic Designer**

The Macaroom - Bristol - Freelance  
Jul 2023 - Oct 2024

- Delivered branding, illustration, and graphic design assets across digital and print platforms.
- Designed targeted visual content aligned with brand guidelines and audience needs.
- Managed multiple concurrent projects while meeting tight deadlines.

### **Lead Graphic / UX & UI Designer**

Schmoffee Startup - London - Freelance  
Sep 2022 - Mar 2023

- Directed a small design team delivering high-quality app layouts, branding, and visual assets.
- Led communication between design, development, and stakeholders to maintain workflow clarity.
- Designed and presented design proposals, pitch decks, and product visuals to investors and partners.
- Oversaw app launch and full visual rebrand, including illustration and design retouching.

### **Curator / Designer**

Private & Public - Jersey - Temporary  
Jun 2020 - Nov 2021

- Headed the end-to-end visual redesign of the art gallery, establishing a new brand identity and aesthetic direction from the ground up.
- Pitched and presented design concepts to leadership and exhibiting artists, ensuring alignment between the gallery's vision and the artists' work.
- Directed the design and production of exhibition catalogues, managing relationships with external producers to ensure high-quality print delivery.
- Orchestrated the spatial curation and installation of artworks, overseeing the creative execution of opening nights to ensure a seamless visitor experience.