

## Lydia Seymour

Hi! I'm Lydia! I'm a Designer and Illustrator who has a passion for typography, pattern and colour. I love creating pieces of work that push the boundaries on conventional rules surrounding type and composition. This results in my work having a fun, bold style. Over the years I have grown to love pattern and colour and I enjoy turning figurative work into abstract patterned pieces.

I have an interest in advertising and packaging design and would love to work on pieces in this area! I think my visual language lends itself perfectly to this as my work is eye catching and narrates ideas in innovative ways.

## Education & Experience

### Bristol School of Art 2018-2019

I studied Art and design at Bristol school of art. Here, I earned my foundation diploma and gained valuable skills in relation to the industry and myself. I became more experimental in my work which taught me to be open minded when tackling new tasks. I also interacted with people who worked in other areas of industry, this allowed me to learn from them, teaching me new skills and how to interact professionally.

### University of the West of England 2019-2022

I studied Illustration at the University of the West of England and this is where my confidence grew as a person and an industry professional. I was able to develop my skills in areas I enjoy such as printmaking while also introducing me to new skills like ceramics and woodwork. Most of my studies took part during the pandemic meaning I missed a large amount of studio time however, this did allow me to explore new ways to do things. I feel this ultimately aided my artistic development as it taught me to find solutions to almost impossible situations.

### Break a Lead July 2022

During my final year at university I took a leading role in the fundraising and organising of our end of year exhibition in London. I was part of a small team that; fundraised, bought all the supplies, booked the venue, accommodation and transportation, food and drinks. I helped advertise the show, invited potential clients and employers. I also curated the show, packed and arranged transportation of everyones work, organised the invigilation rota, setting the show up and then at the conclusion dismantled and packed it away for transport.

All of this work resulted in our exhibition 'Break a lead' being carried out without a hitch. I learnt how to manage, understand and respond to other creatives professionally, including my peers as well as art directors and professionals within the industry. I was able to juggle various responsibilities well while also being a go-to point of contact for people on my course to gain information on future tasks.

## Work

### ACTA Community Theatre 2018-2020

I worked with ACTA on different projects over the years which allowed me to gain skills in multiple areas. I was involved in the behind the scenes of multiple shows which allowed me to strongly understand the practicalities of performances. Due to the community aspect of the theatre I worked with different groups of people including vulnerable children, helping to improve my communication skills as I had to learn how to deal with peoples' different needs. As the team at ACTA is quite small, I got to see different sides of their business which gave me a glimpse of the reality of business.

### The Original Mango Group July 2022

After I Graduated I worked for The Original Mango Group. There I was able to work with established designers and was able to learn from them. While I was there I was apart of all the briefings where I was expected to contribute new ideas, while also developing on existing ones. I was also responsible for creating social media posts for the company as well as designing a new email footer. I took part in branding for clients and learnt how to create professional mock ups for client meetings. I learnt a lot while working for 'OMG' and it gave me an understanding of industry standard work and the professional environment.

### Screwfix August 2022 - Present

I wanted to get a little experience outside of the creative industries that would give me knowledge of working and dealing with customers/clients outside of the arts.

I had the chance of working for Screwfix as a service assistant meaning I am dealing with both trade and DIY customers who purchase different types and amounts of Builder/Trades related products. This has allowed me to increase my customer and colleague communication skills as well as learning new IT skills and Company procedures that are different to my skillset learnt from my recent experiences as an Illustration Graduate at Bower Ashton UWE.

## Key Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Good Communication  
Good Organisation

## Contact Details

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