



CHRISTOPHER LOVETT  
DESIGNER

## SKILLS

Photoshop  
Illustrator  
InDesign  
After effects  
Powerpoint  
Cinema 4D  
Premier Pro  
Figma

## INTERESTS

Animation  
Rowing  
Running  
Design  
Film  
Cello  
Yoga

## Contact

lovettgraphics@gmail.com  
07966686826  
STUDIOLOVETT.COM

## Senior Creative Designer @ Alpharmaxim - Altrincham

April 2022 - Present

- Design lead for 'Gold Viddy' award-winning Alzheimer's awareness campaign, which was recognised for its unique conceptual approach
- Led the creative studio in the transformation of 40+ deliverables into a single AstraZeneca campaign, boosting Alpharmaxim's brand and income opportunities.
- Led a large campaign on AI healthcare integration for AstraZeneca, which required cross-functional collaboration with copywriters, motion designers, project managers and client stakeholders
- Managed the implementation and integration of freelancers into the creative studio to alleviate resourcing pressures and capitalise opportunities
- Conceptualised and developed a new branding guideline for healthcare diagnostics company, EDX, which reflected their re-launched 'technology driven' business strategy
- Served as the client-facing consultant for Alpharmaxim to EDX, advising on transitioning a PDF deliverable to an interactive and flexible e-learning module based on customer requirements
- Created animations for global stakeholder events such as Slush's MedTech and Pharma Showcase, leading to an increase in client engagement and retention due to effective brand presence
- Mentored junior motion graphics designers in best practices and proficiency with Adobe Suite and Cinema 4D.
- Developed and spearheaded an internal motion asset library to support the business generation department in future bids
- Facilitated 'lessons learnt' workshops post project to achieve design excellence through continuous learning within the creative studio
- Responsible for managing the creative studio's resourcing and project pipeline
- Implemented quarterly lunch and learn sessions with interfacing departments (e.g. Project Managers) to improve their understanding of design processes to optimise work-flows
- Enhanced Alpharmaxim's internal processes by establishing a copy/design ethos, boosting quality and ensuring alignment across all design projects, which is now universally applied internally.
- Initiated internal comms channel to share latest design trends and techniques to encourage wider creative thinking across all departments
- Utilised my network of industry contacts to broaden concept generation to help diversify Alpharmaxim's design portfolio for income generation
- Championed the effective implementation of AI technologies into design work-flow, to improve efficiency and maximise profit retention
- Primary lead on all major design pitches, acting in a client-facing role



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## Senior Designer @ RTI(h)(s) - Didsbury

January 2019 - April 2022

- Deputy lead for the UK design studio, responsible for increasing the studio's utilisation rate by over 30%, which contributed to RTI's growth strategy.
- Mentored junior designers, resulting in their progression to leading campaigns and managing their own teams at RTI
- Direct line report for 2 designers, responsible for creating learning and development plans, managing long-term performance and quality checking outputs.
- Developed onboarding processes for new designers to support integration into the studio and improve workplace culture.
- Design lead for internal diversity campaign, which, through collaboration with the marketing team, saw the successfully roll out as a global campaign based on the positive feedback of my designs.
- Established motion design team within studio, which expanded market opportunities and succeeded in increasing company revenue.
- Lunch and learn coordinator, responsible for sharing best practises across all major departments interfacing with design.
- Created meaningful PowerPoint presentations, through creative design, advanced drawing techniques, formatting and animations, for major pharmaceutical companies including Nova Nordisk, GlaxoSmithKline and Merck.
- Brand ambassador across RTI's client portfolio, one major accomplishment included creating RTI's internal branding and asset library.
- Design lead for over 50 projects across five major departments, responsible for scope, budget and time with minimal guidance.
- Design & edit videos, motion graphics and 3D assets using Adobe Creative Suite and Cinema 4D.
- Showcased current design trends through weekly internal 'Design Challenges'
- Utilising UI/UX best practises in the creation of engaging content for RTI's social media platforms, both external and internal facing.

## Designer @ Amiculum - Bollington

July 2014 - Dec 2019

- Diverse designer of a variety of deliverables and formats including: online banners and landing pages to websites, social, mobile and video
- Created and maintained files for all creative assets and resources, such as software, art materials, and special fonts, which are needed for record keeping and referencing
- Designed and illustrated leaflets, banners and brochures for a range of healthcare symposiums, such as ISPOR

## Education

- Adobe Academy - Graphic Design
- Manchester Metropolitan University - BA (Hons) Economic Policy