

LUKE WORSFOLD

V I S U A L D E S I G N E R

PROFILE

18 years design experience. I am in my seventh year as the Digital Design Lead at Yahoo. Previous to this I was an Art Director at some of Australia's most iconic magazines.

CONTACT

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CORE SKILLS

- Art Direction
- Digital and Print design in both Advertising and Publishing
- UI / UX design
- Expert user of the Adobe Creative Suite
- Animation and video production using Adobe After Effects
- Design for consumer and Business-to-Business marketing
- High-end presentation & powerpoint design
- Team management, concept creation & collaboration

EDUCATION

- **2023: Generative AI Masterclass**
University of Sydney Centre for Continuing Education (CCE)
- **2020: Adobe Photoshop Level 2**
University of Sydney Centre for Continuing Education (CCE)
- **2018: Adobe After Effects Level 1**
University of Sydney (CCE)
- **2016: Front End Web Development**
General Assembly
- **2016: Digital Design**
Tractor Digital Design School
- **2002: B.Arts, Multimedia (Associate Degree)**
Charles Sturt University

PROFESSIONAL EXPERIENCE

March 2017 – Present

SENIOR DIGITAL DESIGN LEAD AT YAHOO

My role primarily is to provide pre-sale support to the sales team. I design high-end advertising mockups and presentations for use in advertising pitches. As the sole designer in Australia I also support the B2B marketing team.

- Design of presale presentations used to pitch to creative agencies and major brands.
- Creation of advertising mock-ups to help visualise campaigns and help with pitches. Still and animated – these dynamic advertising mocks feature motion graphics, interactivity and AR.
- Work with Yahoo B2B marketing team to create online adverts, DOOH screens, collateral for events / activations, invitations, EDMs and merchandise.
- Maintain strict corporate brand guidelines.
- Design of corporate presentations (events / conferences) for the senior leadership team.
- As part of the branded content team I collaborate with strategists, sales & production to create campaign ideas.

February 2016 – March 2017

ART DIRECTOR – FREELANCE

- Clients included *Medium Rare Content Agency, Better Homes & Gardens, New Idea* and *That's Life!* magazines.
- Creative services and publishing design.

November 2015 – February 2016

ART DIRECTOR – CLEO & DOLLY MAGAZINES – BAUER

- Design of magazine covers & editorial layouts.
- Managed a team of three designers.
- Role ended with the closure of the magazines.

September 2014 – November 2015

ART DIRECTOR – NW MAGAZINE – BAUER

- Design of magazine covers & editorial layouts.
- Managed a team of two designers.

Earlier experience available on [LinkedIn](#)

References available on request