
Lottie Crumbleholme

Curriculum vitae

Contact

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About me

I am a graphic designer with eighteen years of professional experience. My practice has spanned a range of contexts from industry to academia. However, there have always been three important strands running through my work. These are a strong engagement with social issues, an obsession with clear communication, and a collaborative approach. I feel fortunate to have worked directly with social scientists, architects, illustrators, 3D product designers, developers, and care staff. The list goes on. For me, graphic design has never been about creating surface decoration. Instead, it is an opportunity to help others engage with their audience and to enable people to understand something about the world.

I started out in design for print and have a genuine appreciation for the importance of craft. Working as a university lecturer made me a better line manager, allowing me to develop my skills as a mentor — helping other designers grow their confidence, skills and conceptual thinking.

Working as a design researcher at the Helen Hamlyn Centre for Design helped me develop skills in human-centred design and user research. I became passionate about the importance of involving the people we are designing for so that the results are better suited to their needs. As a design lead at Proteus Digital Health, my role allowed me to apply these skills working with product teams. More recently at Babylon Health and then at Farewill I've built on these skills, developing brand experiences across various digital and physical touch points.

Education

General Assembly
Intensive UX Design
2017

MA Communication Art and Design
Royal College of Art
2009

BA (Hons) Graphic Design and Advertising (first)
Buckinghamshire Chilterns University College
2005

Software skills

Figma
InDesign
Photoshop
Illustrator

Employment

Design Lead

Farewill
October 2020 – Present

Working in product teams on growth and customer acquisition initiatives. Including creating PPC landing pages and acquisition journeys, paid and organic social campaigns, guides and brochures, and designing a CMS for content to boost SEO. Developing the Farewill brand experience from the selection of urns we offer customers to the way we deliver ashes.

Creative Lead

Babylon Health
November 2018 – August 2020

Working within the marketing team to develop the Babylon brand. Leading projects and teams, within a fast growing organisation. In particular, leading the design of the website, email, clinic interiors, events and internal communications. Learning more about quantitative research methods, such as AB testing on a live website.

Design Lead

Proteus Digital Health
February 2015 – June 2018

Working as part of the product team to commercialise an innovative medical device for a leading silicon valley technology company. Leading the development of the patient and health care professional experience — from web through to packaging, and patient guides through to training for doctors and nurses. Also involved in user research, behaviour change product development and marketing.

Research Associate

Helen Hamlyn Centre for Design, Royal College of Art
April 2011 – September 2014

Using qualitative research methods to answer people-centred design briefs for industry partners. Leading projects for Johnson Controls, Bupa and Herman Miller. Defining problems, developing design briefs, and working directly with users to develop innovative solutions. Creating tool kits to share findings, research techniques and design solutions. Presenting at symposiums and conferences.

Senior Lecturer BA(Hons) Graphic Arts

Buckinghamshire New University
November 2010 – February 2015

Working as part of a small team to plan and deliver a course experience that helps students feel confident in finding their specialism within the creative industries.

Visiting Lecturer

Buckinghamshire New University / University of the West of England / Leeds Metropolitan University
2010 – 2014

Visiting degree courses as an invited speaker to give lectures and run seminar groups and tutorials.

Freelance Graphic Designer

September 2007 – February 2015

Working independently on commissions for brand identities, publications, books and exhibitions for a range of clients across the arts, charity, corporate social responsibility and health care sectors. For clients including the Random House, Quadrille Publishing, World Innovation Summit for Health, Imperial College, Royal College of Art, Stannah, the Foundation for Art and Creative Technology Liverpool, WaterAid, and Given London (for brands such as Virgin Media and Nespresso).

Senior Graphic Designer

Black Dog Publishing
January 2010 – July 2010

Working on a range of illustrated books with the responsibility for all aspects of design and print.

Graphic Designer

Radley Yeldar
March 2006 – September 2007

Working in a large team on corporate communications and brand identities.

Graphic Designer

Din Associates
September 2005 – February 2006

Working alongside interior designers to create packaging and retail graphics.