

HERMIONE LOBB

GRAPHIC DESIGNER

PORTFOLIO

<https://hvlobb.wixsite.com/hermione-lobb>

LET'S CONNECT

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FOLLOW ME

Instagram: [@mineydesigns](#)

EDUCATION

- Falmouth University
(BA) Hons Sustainable Graphic Design
1st Class Honours
- Woodhouse College
A levels: Art, Geography, Economics
BBB

AWARDS

Adobe Certified Professional:

- Adobe Illustrator
- Adobe InDesign

Falmouth University:

- Dragon's Den Winner
- Digital Skills Badge

TECHNICAL SKILLS

Expert:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

Intermediate:

- Canva
- Microsoft Excel
- Microsoft Office

Basic:

- Adobe Premiere Pro
- Adobe After Effects
- Figma

KEY SKILLS

- Visual design
- Studio photography
- Project management
- Ethically informed research
- Always curious

ABOUT ME

London-based Junior Designer with a background in sustainability, specialising in branding and marketing. Experienced in creating engaging design solutions across campaign, print, digital, and social media. I have developed digital assets for a range of industries, including footwear, sportswear, and digital media, combining strong visual storytelling with strategic thinking. My multidisciplinary approach is informed by experience as a Product Designer, growing my skills in sketching, 3D printing, and digital art, allowing me to bring diverse perspectives to every project. Passionate about using design as a communication tool, I enjoy transforming ideas into effective visual experiences, from concept development and product presentation to pitch decks, campaigns, and brand assets.

DESIGN EXPERIENCE

Can Can Productions, CBBC 'High Hoops' Season 3, Jul 2026

Assistant Graphic Designer

- Designing signage for sets ensuring visual consistency
- Creation of unique product packaging for props
- Production of script-accurate designs such as posters

InkForge Studios, Sep 2023 - Mar 2026

Designer and Assistant Manager

- Brand identity and web design
- 360 campaign and rollout, including social media management
- Creation of key visuals, digital assets, and print ready artwork for events
- Management of two successful Kickstarters
- Book layout design for a published children's book, 'The Cub Who Needs to be Brave'
- Financial management using Excel

John Lobb, Jul - Sep 2025

Assistant Shoe Finisher

- Polish and refinement of bespoke shoes ready for the customers
- Display maintenance and visual merchandising

Paul Smith (Live project brief - footwear department), Sep 2024 - May 2025

Footwear and Graphic Designer

- Innovative application of sustainable design principles - Right to Repair
- Digital service development and storyboarding
- Brand Identity
- Presentation ready pitch deck showing conceptualisation to final designs

Pentland Brands, Jun - Jul 2024

Junior Designer

- Visual identity, including logo design and internal branding materials
- Circular design concept development with Endura

Paul Smith (Footwear department), Jun 2024

Sustainable Design Intern

- Management and visual communication of research on sustainability
- Digital shoe design and rendering ready for the manufacturer

ADDITIONAL EXPERIENCE

Coolhurst Tennis and Squash Club, Jun 2018 - Aug 2022, Feb 2026 - Present

Tennis Coach, LTA Level 1

Memby Hall Hotel, Jun - Sep 2023

Housekeeper

Harrington Charity Shop, Jan 2017 - May 2018

Volunteer Shop Assistant

References available at request.

