

Lucy Cochrane Resume | Grafisk Formgivare

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EDUCATION

Master of Design Monash | 2020 – 2022

Focused on multimedia graphic design.
Graduated with a high-distinction average.

Selected for the Advanced Studies in Design Course, earning special distinctions for a final branding project.

Bachelor of Communications (Advertising) RMIT | 2016 – 2018

Specialised in Art Direction.

Geelong Grammar School | 2015

Excelled in Visual Communication Design.

FREELANCE

I have worked on diverse freelance design projects spanning brand identity, digital media, and print design. Managing projects independently has strengthened my ability to balance multiple deadlines and collaborate effectively with clients to deliver tailored visual solutions.

I am presently working with various clients including Livable Australia, Benchmark Group and Welchmy on an ongoing basis.

Recent projects:

- **Benchmark Group** | Learning & graphic design
- **Pickings and Parry** | Staff uniform design
- **Ben Taylor Racing** | T-shirt design
- **Welchmy** | Brand identity, website design and creation, learning design
- **Livable Australia** | Document design – manifesto, presentation & website design & creation
- **Lucy Cochrane Design** | Brand Identity
- **A Better Outcome** | Website design & creation
- **Lockdown Links** | Rebranding

EMPLOYMENT

Benchmark Group | April 2022 – Dec 2024

Senior Graphic Designer

Design comes down to people and the relationships we build. Every design has a client, and every design has an audience, both of which often have different views and experiences. One of the best things I have learnt in my current role is how to design for different audiences.

Healthcare workers are typically not technology savvy which meant I had to rethink my design process to better align what I created to suit this kind of audience. It meant strategic simplicity.

Responsibilities:

- Led the rebranding of key visual assets, ensuring a cohesive and accessible brand identity.
- Designed and managed external client branding projects.
- Created a full conference event design package from concept to delivery.
- General design – promotional materials, digital marketing materials etc.
- Provided website design and content management support.
- Copywriting.
- Learning Design.

Rock&Stone Outdoor Living | Feb 2019 – Dec 2021

Design & Marketing Assistant – predominantly graphic design work

- Designed marketing and branding materials across digital and print platforms.
- Digital & print design with constant use of the Adobe Creative Suite.
- Retail branding and marketing campaigns
- Website design & creation across a the 3 retail brands.

EMPLOYMENT CONTINUED

ID Collective | 2018

Internship

- Influencer outreach and promotional campaign coordination.
- Managed social media engagement and response tracking.

Shoes Online Enterprises | January – November 2018

Multimedia Coordinator – graphic design & social media

- Created content for social media, EDMs, and website.
- Designed digital marketing assets using Adobe Creative Suite.

Queens College, University of Melbourne | 2017

Marketing Assistant

- Designed and scheduled social media content across platforms.

SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Google Suite
- Figma
- Wordpress, Wix & other web platforms
- Mailchimp and other CRM platforms
- Social media and scheduling platforms
- Mac & Windows user system
- Excellent communication skills
- Extremely organised
- Strong visual storytelling & brand identity development.

ABOUT ME

Hej! I am a reader, a creator and I believe in the power of physical creativity. I am a detail-oriented designer who thrives in collaborative environments. Originally from Australia, I have recently relocated to Stockholm and am enjoying integrating into Swedish culture, including enrolling in SFI Swedish language courses.

With over 6 years of professional experience and a lifelong love for design, I am passionate about working with brands that value sustainability, inclusivity, and social impact.

Beyond work, I enjoy exploring Stockholm's creative scene, cooking, and discovering new cafés and restaurants. I believe design has the power to bring people together and create meaningful experiences, and I am eager to contribute to a team that values thoughtful, user-focused design.

Tack!

STRENGTHS & VALUES

- Humble & collaborative approach to design.
- Strong attention to detail & ability to simplify complex ideas.
- Passion for environmentally conscious & socially responsible design.
- Independent & self-motivated while enjoying teamwork.
- Enthusiastic about integrating into Swedish work culture.
- Trustworthy.

References available upon request

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