



PROFESSIONAL SUMMARY

Passionate brand designer with 7+ years' experience, working across freelance and in-house roles, crafting visual identities, strengthening brand reputation and curating brand image. I successfully led a company-wide rebranding to shape the visual identity system and deliver both physical and digital solutions, maintaining brand consistency. This resulted in improved brand recognition and sold-out national workshops and conferences. I am skilled in software such as Adobe Creative Suite and Figma, and I bring soft skills, including a positive and proactive attitude, strong communication and an attention to detail. I am known as a great team player and bring an energetic and creative energy to my work. I am passionate about combining design with my other interests, from volunteering at Creative Mornings Stockholm to producing a cookbook that combines design, cooking, and storytelling. My expertise in brand design and visual identities aligns me with roles in fast-paced, collaborative environments, where I hope to help craft beautiful visual identities that last.

WORK EXPERIENCE

Freelance Brand Designer | 2017 – Ongoing

Various projects in industries from health, tech, and wellness. A full project list is in my [portfolio](#).

- Delivered digital and physical design solutions across brand identity, websites, social content, presentations, and publications, improving brand recognition nationally.
- Managed projects independently from concept to final artwork while aligning with client objectives, brand guidelines, timelines, and feedback loops, delivering finished artwork.
- Contributed to the successful launch & defining a brand from the ground up of 4 startups through cohesive visual identity, web, and marketing design support.
- Recent projects include:
 - [Renaissance Partners](#): Developed brand identity and designed and created website.
 - [Ella's Everyday Eats](#): Publishing project including a visual identity for a cookbook.
 - [Liveable Australia](#): Designed manifesto, presentation decks, and website.

Freelance Brand Designer | 2025 – Ongoing

Senior Brand Designer | 2021 – 2024

Benchmark Group - Australian company delivering healthcare training nationally

- Designed and implemented conference branding & event materials across print and digital, leading creative direction from concept to delivery, resulting in an annual sold-out event.
- Led the business rebranding, redesigning marketing assets, presentations and sales decks, and more, strengthening brand recognition and trust within the industry.
- Created internal and external communications, including social media and web graphics, learning modules, paid ads, and reports to support various teams and external clients.

- Championed brand consistency in visuals and messaging, working closely with sales and marketing teams, leading to an overall increase in positive engagement from students.
- Supported team growth by refining workflows and briefing processes, contributing to more efficient project turnarounds.

Brand designer and Marketing Assistant | 2019 - 2021

Rock & Stone Outdoor Living - Australian home and living retail brand

- Designed branding and marketing materials across digital and print platforms for three brands within the parent company, increasing brand recognition and enabling expansion.
- Effectively presented design solutions to both creative and non-creative audiences.
- Ongoing use of Adobe Creative Suite for digital campaign visuals and printed store promotions.
- Displayed strong visual judgment and attention to detail, paired with strategic thinking to increase sales and reach of campaigns.

Brand Design & Social Media Manager | 2018

Shoes Online Enterprises - Australian shoe company

- Designed digital marketing assets for web, email, and social media using Adobe Creative Suite.
- Created and scheduled content for e-commerce and marketing platforms.

EDUCATION

Master of Design Monash | 2020 - 2022

- Focused on brand and graphic design. Graduated with a high-distinction average.
- Selected for the Advanced Studies in Design Course, earning special distinctions for branding.

Bachelor of Communications (Advertising) RMIT | 2016 - 2018

- Specialising in brand design and promotion.

SKILLS AND VALUES

- Professional and Technical: Adobe Creative Suite, Figma, Canva, brand identity systems, digital and physical design, marketing campaigns, brand guidelines, presentation skills, layouts, content creation for web and social, artwork finalisation, storytelling.
- Soft Skills: Organised, team collaboration, problem-solving, detail-oriented, growth mindset, empathetic communicator, team-focused with independent drive, curious personality, passion for design and people, focused under pressure, creative and happy energy.
- Languages: English (native), Swedish: A1 (learning - SFI student).

PERSONAL INTERESTS

- Travel, team sports, design, pilates, running, cooking, reading, socialising with friends.

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