



ADAM TORRALBA-LUCAS

Graphic Design Lead

Contact Information

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Profile

I have 15+ years of industry experience, 3 of which as design lead, driving brand strategy, delivering high-impact visual solutions, and fostering collaborative design cultures.

I have the ability to operate at both strategic and executional levels, and bring a blend of creative vision, hands-on design expertise, and leadership skills. Helping organisations scale their design function effectively, ensuring consistency and high-end output at every touchpoint.

My approach enables me to craft compelling brand systems, digital assets, and integrated campaigns that resonate with audiences and support business objectives. I am passionate about building scalable design processes and empowering teams through collaboration, mentorship and clear creative direction.

Education

- Bachelor of Arts Degree from the Arts University Bournemouth
- Foundation Degree at The London College of Communication
- 4 A-Levels including Graphic Design & Art & Design

Employment

Graphic Design Lead (Qlobal Screening Services) 2022-Present

- Direction of all design output across the organisation, ensuring brand consistency and visual excellence across multiple touchpoints.
- Lead the development and implementation of a refreshed brand identity, including the design and launch of a new corporate website and digital content strategy, resulting in increased online engagement.
- Produce high-impact marketing collateral such as videos, reports, social media assets, pitch documents, exhibition areas, podcasts, and supporting key business growth initiatives.
- Partnering closely with the Head of Marketing to strengthen brand positioning and drive strategic campaigns, contributing to an uplift in lead generation.
- Build strong relationships with senior stakeholders to maintain visual consistency and align design output with business objectives.
- Establish on-trend and scalable design processes and templates, reducing production time and improving efficiency across marketing deliverables.

Senior Designer (Marsh & JLT) 2014-2022

- Led design initiatives across multiple business areas, delivering high-quality creative solutions from concept through execution.
- Specialised initially in premium print projects before expanding into digital design, including video production, animation, website assets, and social media content creation.
- Spearheaded projects that elevated brand presence and engagement across global markets.
- Played a key role in major corporate rebranding efforts post-acquisition, ensuring seamless integration of visual identity across all platforms.
- Management experience gained by managing and mentoring Junior Designers, fostering their professional growth and maintaining design quality.

Freelance Print & Digital Designer 2011-2014

Working with a broad range of repeat global clients on a freelance basis within various sectors including Finance, Tech, Insurance, Advertising and Retail.

Junior Designer (Best&Co) 2008-2011

Junior Design role in a small design studio, with a financial and corporate client base. Delivering brand strategy and design expertise.

Technical Skills

 Id	InDesign	 Au	Audition
 Ai	Illustrator		Figma
 Ps	Photoshop	 P	PowerPoint
 Ae	After Effects	 W	Word
 Pr	Premier Pro		Hubspot