

LUKE WORSFOLD

V I S U A L D E S I G N E R

PROFILE

20 years design experience. Eight years as the Digital Design Lead at Yahoo. Art director, visual & marketing designer.

CONTACT

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CORE SKILLS

- Art Direction
- Digital and Print design – Advertising campaigns and Publishing
- B2B Marketing and consumer design
- Expert user of the Adobe Creative Suite
- High-end presentation design
- Animation / video production
- Adobe Express AI and Figma experience
- UI/UX design
- Team management, concept creation & collaboration

EDUCATION

- 2025: **Design Fundamentals with AI**
Adobe
- 2023: **Generative AI Masterclass**
University of Sydney (CCE)
- 2020: **Adobe Photoshop Level 2**
University of Sydney (CCE)
- 2018: **Adobe After Effects Level 1**
University of Sydney (CCE)
- 2016: **Front End Web Development**
General Assembly
- 2016: **Digital Design**
Tractor Digital Design School
- 2002: **B.Arts, Multimedia**
(Associate Degree)
Charles Sturt University

PROFESSIONAL EXPERIENCE

March 2017 – Present

Senior Digital Design Lead at Yahoo

My role at Yahoo (a publisher and adtech platform) consists of three key areas: sales enablement, design of all B2B marketing deliverables and brand content.

- Provide pre and post-sale support for the sales team; including design of presentation decks, advertisement mock-ups, finished art / client amendments for omnichannel campaigns.
- B2B marketing design. Design of Yahoo's digital collateral: landing pages, invitations, EDMs, animations and promotional videos. As well as print collateral, merchandise, signage for events and activations.
- As part of the Branded Content arm of the Yahoo sales team I was involved ideating and presenting advertising solutions for clients, and then overseeing the design of all campaign elements once sold in.

February 2016 – March 2017

Art Director – Freelance

- Clients included Medium Rare Content Agency, *Better Homes & Gardens*, *New Idea* and *That's Life!* magazines.
- Creative services and publishing design. Designed corporate artwork, sales decks, brochures, marketing, editorial & advertorials.

November 2015 – February 2016

Art Director *Cleo & Dolly* Magazines – Bauer

- Design of magazine covers & editorial layouts.
- Managed a team of three designers.
- Role ended with the closure of the magazines.

Earlier experience available on [LinkedIn](#)

REFERENCES

Available on request