David Lymburn, at a glance

I'm David, an illustrator and designer.

I love creating visually appealing assets across a variety of mediums.

Education: UX/UI design bootcamp (Ironhack Berlin), Masters MSc Creative Advertising, BA (hons) Marketing, HND Visual Communication (Illustration)

Relevant Skills: Sketch, Figma, InVision, Adobe CS, Affinity Designer, Principle, Balsamiq, Rapid Prototyping, Wireframing, Project Management, Design Thinking

What follows is a summary of my 3 favourite UX/UI case studies as well as my illustration and design work. For my full portfolio you can visit my website.

Festival Website Re-design

Brief: Re-design and re-brand a festival website based on UX research findings.
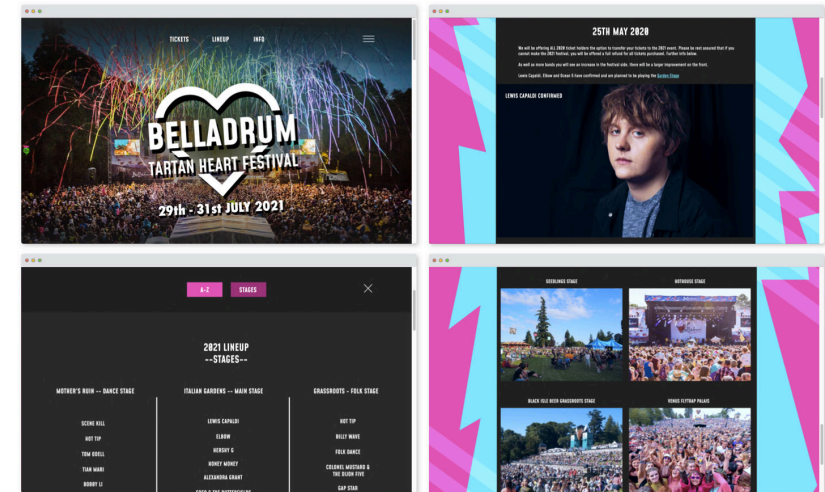
Time: 4 days
Team: Solo project
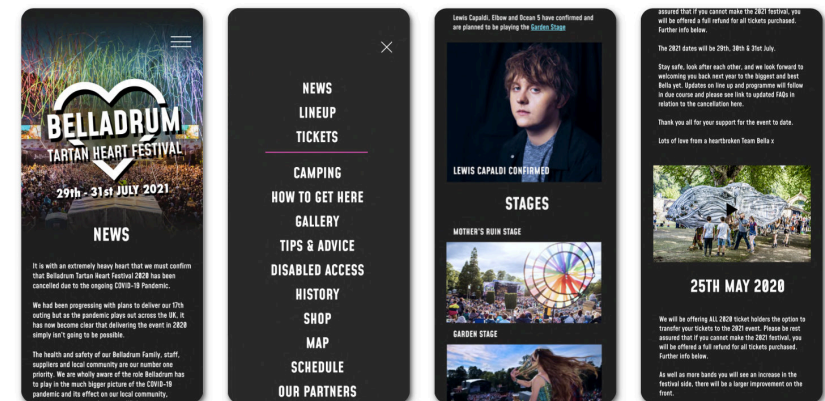**Deliverables:** 2 viewports, MVP, Prototype, Branding
Role: UX researcher/UI designer/Marketing designer

Work: Re-branding, logo re-design, user research, style tiles, style guide, wireframes, user testing, prototyping, hi-fi designs.

Considerations: The competitor analysis was the biggest value to the brand direction which aimed at attracting young adults and differentiating the festival from others.

Desktop screens

Mobile screens

Creating a Virtual Museum app

Brief: Research, define and deliver a virtual museum app to support Berlin museums and galleries during Corona virus.

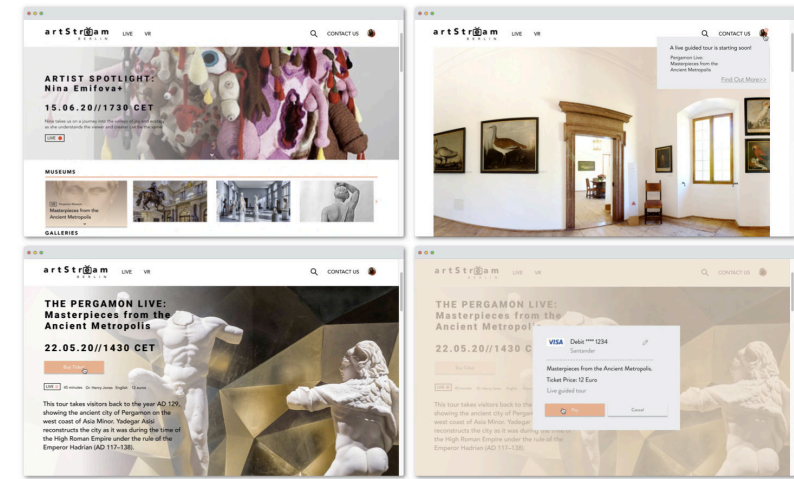**Time:** 2 weeks
Team: 2
Deliverables: 2 viewports, MVP, Prototype, Branding
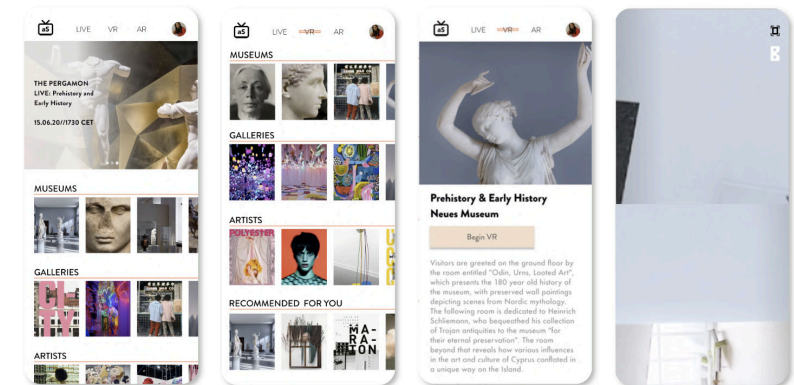**Role:** UX researcher/UI designer

Work: idea generation, product design, UX research, style tiles, style guide, competitor analysis, wireframes, user testing, prototyping, hi-fi designs, Pitching.

Considerations: The main problem was to attract users enough to purchase (as the client required the idea to be commodified), which led to the idea to have live virtual guided tours which the research confirmed users would pay for.

Following an 'on demand' service framework would reduce friction on usability.

Desktop screens

Mobile screens

Building an education app

Brief: Research and design an education app for children and teenagers to virtually attend 'SmartCamp'
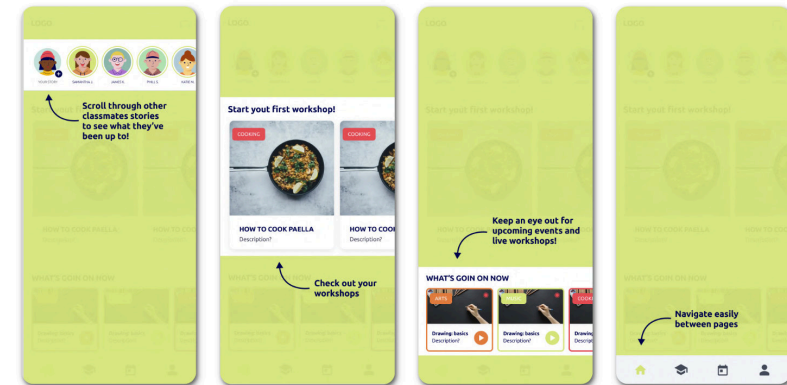
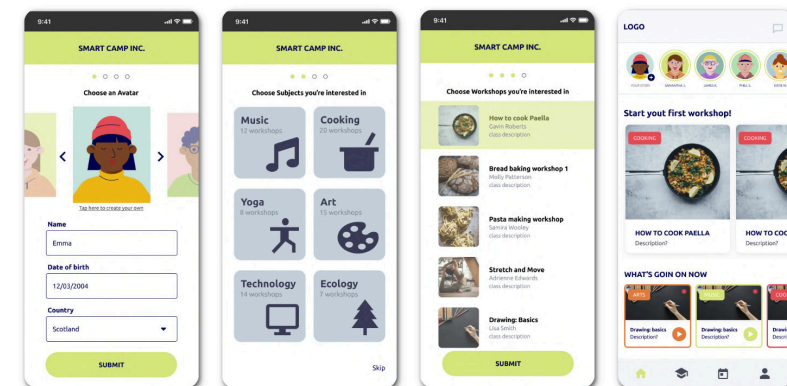**Time:** 4 days
Team: 2
Deliverables: MVP, Prototype
Role: UX researcher/UI designer

Work: user definition and understanding, app design, UX research, competitor analysis, wireframes, user testing, prototyping, hi-fi designs, Pitching.

Considerations: The user informed our decisions to include a fun onboarding; a quick tutorial on how to use the app; and following conventions familiar to the demographic (instagram, snapchat)

in-app onboarding tutorial

Mobile screens

Illustration

Working across a variety of briefs and deadlines, I create illustrations with an emphasis on colour: depicting people, fashion, culture and lifestyle.

Tools: Adobe CS, Procreate

Briefs: Narrative, Editorial, Book Cover, Fiction, Short-Story, Social media

Selected Clients: BBC History magazine, Scottish Power, Floris Books, Child Mind Institute, The Leither Magazine, Hot Rum Cow Magazine, Rose Theatre Cafe
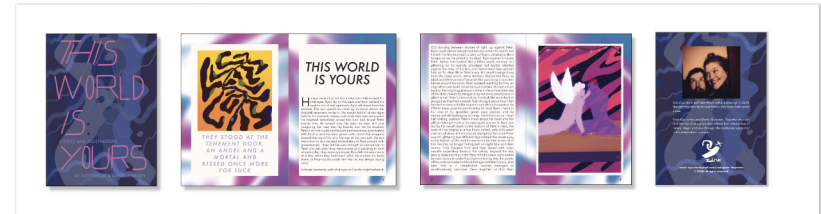
You can view my full portfolio on my underline website.
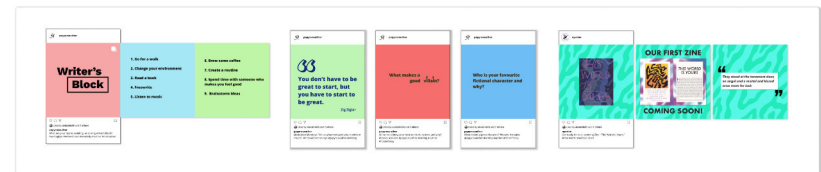
Design Work

I have experience in logo design, corporate branding, asset creation, merchandising, book cover design, surface pattern design as well as my recent experience with user-interface design.

Recent projects: My most recent design project is a self-published Zine in which I illustrated, designed the logo, created a branding style and social media assets as well as sourced production.
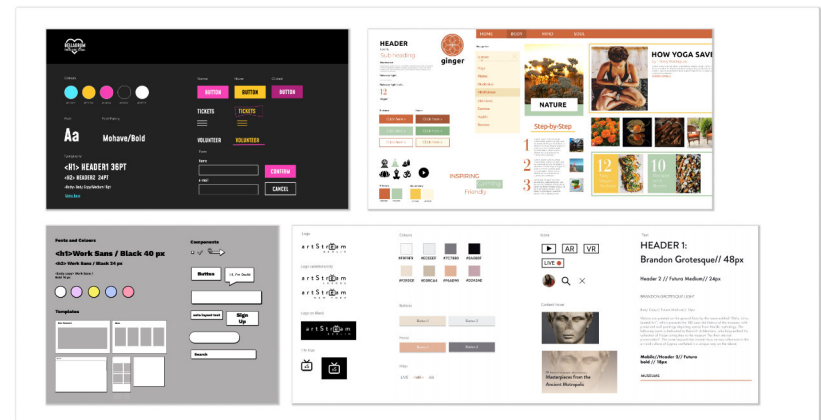
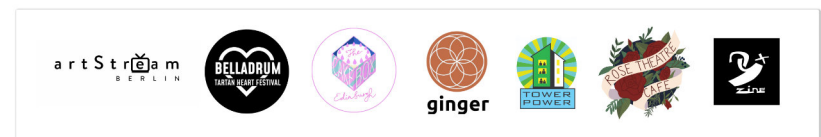I have also worked on branding and logo design for several other clients on a freelance basis.

Zine layout

Social Media assets

Style Guides

Logo design

Find out more

You can find the full UX Case studies via my website or by checking my Medium blog articles. Just click below:

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