

LUCY MCNAB

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PROFILE

Graphic UX/UI Designer with significant soft skills due to a career pivot from a leadership position within the Police.

Before design, I spent my career working in a fast-paced, high-pressure environment with significant stakes, communicating constantly verbally and through the written word, whether that was talking people through difficult situations or writing clear, precise reports.

My experience and focus on getting a message across clearly to members of the public is what first sparked my interest in visual communication.

SKILLS

- **Graphic Design:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, visual communication, typography, colour theory.
- **UI/UX Design:** Figma, FigJam, Miro, prototyping and wire-framing (lo-fi to hi-fi).
- **UX Research:** Journey, empathy and affinity mapping, user flows, card-sorting, usability testing, personas, surveys.
- **Technical & Data:** Basic HTML and CSS, Microsoft Office, Google Suite, Jira, Slack.
- **Soft Skills & Professional:** Calm under pressure, attention to detail, clear written and verbal communication, stakeholder management, time management and prioritisation, adaptability, independent problem-solving, team leadership, report and policy writing, writing for engagement and audience response, campaign communication, tone-of-voice adaptation across formal and public-facing contexts.

EDUCATION AND QUALIFICATIONS

BA(Hons) Graphic Design | Open College of the Arts *(2025 – Present)*

Professional Diploma in UX Design | UX Design Institute

Professional Certificate in UI Design | UX Design Institute

Professional Certificate in AI Fundamentals of UX | UX Design Institute

EXPERIENCE

Graphic Designer (Intern - Volunteer) | Scrubbing Squad *(July 2026 – Present)*

- Designed reusable, brand-locked InDesign template systems, establishing grids, type and colour styles for consistent use across a multi-character content range.
- Applied strong layout, composition and typographic hierarchy skills to structure pre-produced illustration and copy into polished, on-brand pages using Photoshop, Illustrator and InDesign.
- Managed file export and delivery specifications to meet strict size and format constraints for client sharing.

- Collaborated remotely with a cross-functional team, including senior stakeholders, an illustrator, 2D animator, copywriter and developers, to deliver aligned, on-brief design output to deadline.
- Coordinated tasks and communication across a distributed team using Monday.com and Slack, maintaining consistent delivery timelines.

Digital Monitoring Safety Analyst | Netsweeper (May 2026 – Present)

Joined Netsweeper, a global technology company specialising in internet content filtering and online safety, marking a deliberate move from public sector law enforcement into the private tech industry, running alongside current design studies.

- Applied consistent, sound judgement to review and moderate flagged online content across a high volume of cases, drawing on risk-assessment experience gained in policing.
- Escalated harmful or high-risk content through clear internal channels, communicating decisions accurately and in line with company procedure.
- Maintained precise, well-organised reporting and logging of moderation decisions, ensuring nothing was lost in translation between judgement calls and written record.
- Brought a calm, detail-focused approach to a high-pressure, high-volume environment, adapting safeguarding expertise from a public sector context into a fast-moving private tech setting.

Domestic Abuse Coordinator | North Yorkshire Police (2022 – Dec 2025)

- Led the Force's response to the Domestic Violence Disclosure Scheme (DVDS), managing and triaging requests and leading internal and external stakeholder engagement campaigns via social media and forums.
- Recognised formally for improvements made to the Force's DVDS response.
- Increased public engagement in the DVDS by 40% year on year through targeted campaign design and stakeholder communication.
- Managed data and record management of all requests using Excel, SharePoint, and PowerBI.
- Ensured strict adherence to statutory timeframes across all casework.
- Triaged requests, balancing risk and operational demand.
- Communicated directly with members of the public to explore requests, identify risk, manage expectations, and complete safeguarding.
- Produced research and reports using local and national digital policing systems. Attended internal and external multi-agency meetings as Police representative.
- Led a direct team of 4 and provided support to a wider team of 14.
- Wrote and implemented policy and procedure to improve the Force response, maintaining compliance with legislative changes.

RECOGNITION

2025 | College of Policing

Recognised for innovative practice by the College of Policing for improvements made to the Domestic Violence Disclosure Scheme Force response, improving internal engagement as well as engagement by external stakeholders.