

LUCY MCNAB

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PROFILE

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

I have spent my career working in time-sensitive, high-pressure environments, requiring accurate, responsive and sensitive communication styles. I now bring my skills within the verbal and written word to the visual.

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, Adobe After Effects.
- **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:** Clear written and verbal communication, tone-of-voice adaptation across formal and public-facing contexts, writing for audience engagement, stakeholder management, attention to detail, calm under pressure, time management, independent problem-solving, adaptability and team leadership.

EDUCATION AND QUALIFICATIONS

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

Professional Diploma in UX Design | UX Design Institute (84% overall)

Professional Certificate in UI Design | UX Design Institute (90% overall)

Professional Certificate in AI Fundamentals of UX | UX Design Institute

EXPERIENCE

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

- Built reusable, brand-locked InDesign template systems for consistent use across a multi-character content range.
- Laid out pre-produced illustration and copy into polished, on-brand pages using InDesign, Photoshop and Illustrator, with a focus on hierarchy and composition.
- Prepared exports to strict client size and format specifications.
- Worked remotely with an illustrator, 2D animator, copywriter, developers and senior stakeholders, using Monday.com and Slack to keep delivery on brief and on deadline.

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.

- Review and moderate high volumes of flagged online content, applying sound judgement and risk-assessment skills from policing.
- Escalate high-risk content through internal channels, communicating decisions clearly and in line with procedure.
- Keep accurate, well-organised logs of every moderation decision.

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

- Led the Force's Domestic Violence Disclosure Scheme response, triaging requests against statutory timeframes and receiving formal recognition for improvements made.
- Grew public engagement by 40% year on year through targeted campaign design and stakeholder communication across social media and forums.
- Communicated directly with members of the public to assess risk and manage expectations, and represented the Force in multi-agency meetings.
- Tracked casework and reporting in Excel, SharePoint and PowerBI.
- Led a team of 4, supported a wider team of 14, and wrote the policy and procedure that shaped the Force response.