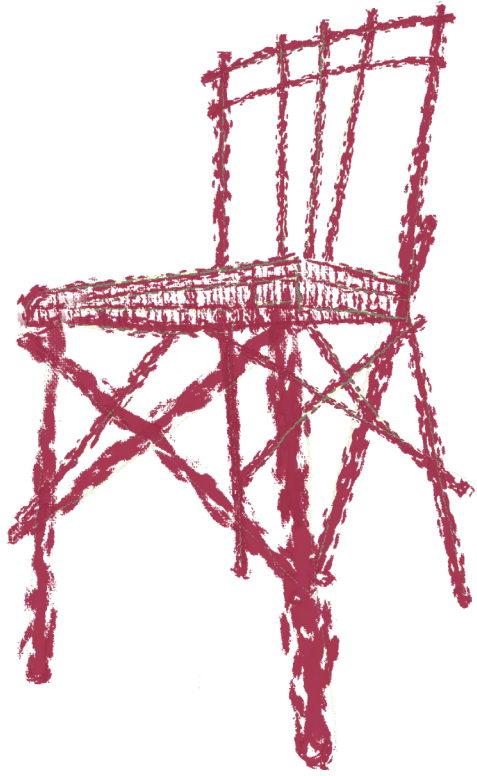


Culturally inspired and typographically focused conceptual graphic designer, working with independent publishers, cultural institutions, non-profit groups, artists, and friends, addressing social topics, arts and culture.

2007	Goldsmiths College	BA Design
2011	London College of Communication	MA Graphic Design
2023	Chelsea College of Arts	Digital Typographic Design
2024	London Center for Book Arts	Typography Summer School
2024	Ewan Clayton's Workshop	Gothic Fragments Calligraphy
2024-2025	Letterform Archive	Typewest Postgraduate Program

2025	Laime Luko Ltd <i>Design Director</i>	Identity Design, Book Design, Type Design, Web Design, Illustrative Infographics, Exhibition Design	London
		Designing and prototyping visual identities and narratives that enhance brand storytelling and user experience across digital and physical platforms Developing custom typefaces and typographic forms that improve reader engagement through strategic use of grid systems, modularity, and generative design Creating custom typographic designs for book and film titles, brand identities, and marketing materials, often resulting in unique, one-of-a-kind pieces Experimenting with creative typesetting, historical revivals, and calligraphy, integrating these elements into contemporary design projects Prioritising UI/UX principles throughout web-design processes, ensuring the creation of intuitive, functional storyteller narratives Fostering a collaborative and creative environment, mentoring junior designers, promoting cross-disciplinary cooperation and discussions	
2018-2024	WPP Sudler & Hennessey, VML Wunderman Thompson, GHG <i>Senior Designer</i>	Campaigns, Identity Design, Web Design, Infographics, Illustration, Exhibition Design, Social Media Design	London
		Developing digital platforms and animations showcasing scientific data and stories from individuals, to engage diverse audiences and foster awareness Art-directing motion graphics projects, from storyboarding to final execution, ensuring compelling visual narratives that enhanced brand storytelling Driving impactful visual storytelling by transforming complex scientific data into compelling narratives that engage audiences and enhance understanding Crafting campaign concepts, utilising strategic layouts, color theory, UX principles and wireframes to create cohesive, visually compelling experiences Creating infographics and layouts for digital marketing and social media to drive engagement, improve user understanding, and enhance brand visibility Working alongside UX/UI designers to tackle complex interactions, translating wireframes and hand sketches into crafted user interfaces and experiences	
2012-2018	ACW Design <i>Junior-Midweight Designer</i>	Identity Design, Editorial Design, Exhibition Design, Packaging, Print Production	London
		Evolving visual identities for key non-profits to amplify their mission and foster stronger connections with their audience and stronger support from donors Collaborating with web developers and in-house brands to deliver cohesive and successful brand launches, ensuring alignment across teams Transforming brand stories into immersive environments through large-format graphic applications for event spaces, working closely with stand builders Generatng creative concepts and design packaging reflectng the brand's essence and enhanced customer experience, resulting in increased product appeal Ensurng the seamless execution of print production and product delivery by managing timelines, quality control, and vendor relationships Helping manage junior designers, fostering a culture of creativity and critical thinking that sparks innovative ideas and elevates design standards	
2010-2011	M/A Design	Visual identity, Digital Design, Editorial Design, Infographics	London
2008	The Guardian	Work experience, Mastheads, Typesetting	London



Brand Identity / Type Design / Book Design
Art Direction / Editorial Design / Storyboarding
Campaign Key Visuals / Brand Guidelines
Exhibition Space Design / Infographic Illustration
Film Titles & Credit Design / Image Curation

Adobe CC / Glyphs / Figma / Notion

Laimė divides her time between a type and graphic design practice, specialising in branding, digital experiences, book and editorial design. The research-driven and typographically focused work addresses social topics, arts and culture.

The Practice

The work spans contemporary brand identity, book, exhibition and catalogue design as well as websites, film titles, and credits. Engaging with a broad spectrum of disciplines—working with independent film-makers, publishers, photographers, cultural institutions, community organizations, and global non-profits—the practice recognises the plurality of design itself. Rather than imposing a singular style, the work prioritises the author’s content, allowing it to shape its own intent, impact, instilling clarity and transforming client brands into powerful cross-cultural assets.

Currently collaborating with artists and authors in London, New York, Paris, Boston, and Vilnius, the practice focuses on projects that integrate visual identity design with film credits, websites, artist books, and exhibitions.

The Approach

Each project is guided by the unique qualities of its brief, with research approached through open curiosity—balancing exploration, intuition, and strategic conceptualisation. Rooted in the development of typographic form and design systems, the practice leverages modularity, and generative design to achieve rigorous yet dynamic results. A deep engagement with historical materials informs the work, sharpening an awareness of industry tropes that emerge over time. This expertise extends to historical revivals, creative typesetting, and data visualisation—while also fostering mentorship and in-depth discussions.

The practice values hands-on experimentation with drawing tools, exploring historical and calligraphic influences in typography, and evolving typographic form to bridge traditional and contemporary design methodologies.