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Lyndon Kane Watkinson

Driven final-year Fine Art student and founder/editor of the **SU4IP** creative arts website and blogspace, with experience encompassing digital artwork, physical and online publications, and website/digital administration. Currently seeking artistic, literary, and collaborative opportunities within the creative and cultural sector.

Skills Profile

Digital Skills - Interoperation of computer software including but not limited to Adobe InDesign & Premier, Microsoft PowerPoint & Word, and FL Studio to produce content underpinned by personal values of accessibility and democratisation of information. Creation of blog posts and publications combining expertise across multiple programs, online research, and media formats to bypass at times impenetrable exteriors of contemporary art, abstract concepts, ideas, and lived experiences.

Design Work - Expertise using Adobe Photoshop to produce professional standard digital artworks and media incorporating both collected and independently generated components to produce coherent and aesthetically pleasing visual outcomes in accordance with self-directed criteria and constraints. Producing considered and curated branding material in acknowledgement of fair use policies and copyright infringement laws to guarantee both originality and uniqueness.

Social Media Management & Website/Digital Administration - Curating, displaying, and networking multidisciplinary online content synchronised across major social media platforms such as WordPress, Tumblr, Instagram, and Facebook to maximise viewer outreach. Utilising collaboration with other creators to absorb attention from outside audiences to sustain mutual follower growth. Self-assessing, reviewing, and scheduling content in accordance with viewer trends to optimise site traffic.

Leveraging New Technology - Research and incorporation of blockchain technology such as cryptocurrencies and NFTs (non-fungible tokens) within creative practice to diversify potential revenue opportunities and to pioneer the adoption of new audiences and markets. Understanding and implementing the use cases of crypto wallets, cryptocurrency exchanges, and NFT marketplaces and how integration of such technology could be utilised.

Relevant Experience

SU4IP (September 2020 – Present) Online administration and creation of the **SU4IP** website, including responsibility for social media and branding for the site: • Produce, document, and disseminate my own digital artwork via the site's platform • Collaborate with local artists to collate, curate, and promote a diverse range of artwork via the website • Since October 2021, the site has received 395 views and 200 visitors within a 3-month period • Produced blogpost for the Sheffield Hallam University [Hallam Handmade Showcase](#), which generated 142 views in a two-week period and was also featured in the SHU Art & Design department's weekly staff/student newsletter.

Future Past Group (February 2021 – Present) Online administration, supervision, and curation of Future Past Exhibition (14th - 21st April 2021): • Collaboration and management of a group of up to seven individuals over

video conference • Managing & curating artwork of others as well as my own • Adapting to and educating other students in using Miro (collaboration platform) • Creating how-to videos for other group members on how to use various software, exceeding deadlines, presenting work, collecting and applying feedback • Creation of [promotional video](#) and [soundtrack](#) now both accessible via online platforms.

BA Hons Fine Art - Sheffield Hallam University (September 2019 – Present): Head designer of Catalogue Team for the Final Year Degree Show Exhibition Catalogue and Branding Material • Working in collaboration with peers and staff towards mutually beneficial outcomes • Resourcing equipment, support, and facilities derived within university infrastructure • Acknowledging and implementing feedback, optimising workflow towards established criteria • Creatively formulating solutions to satisfy both personal and educational agendas • Combining written and artistic formats to produce multimedia responses outlining framework for real-world application • Presenting ideas, discoveries, and development with peers.

Additional Experience

Sainsbury's Shrewsbury, Arundel Gate (October 2017 – Present) Part time role as a shop assistant alongside my studies. Working seasonally between two stores (Sheffield and Shrewsbury): • Operating tills and handling money/card payments, replenishing shelves, relevant understanding of health and safety • Identifying the needs strangers, cleaning, working with colleagues to solve problems, regular training, such as understanding of trading laws surrounding age restricted products • In addition, I was commissioned twice by Sainsburys Arundel Gate to create a mural/artwork in the store (12th May 2021, 17th October 2021).

Fitter at Clarks Shoes (7th July - 10th September 2016) This job involved fitting and selling shoes for children and adults as well as organising the stock room and communicating with customers and staff as part of a team: • Working with children • Diffusing stressful encounters • Undertaking training to fulfil role • Understanding of logistics and categorisation of products.

Education

Hereford College of Arts (September 2018 – July 2019)

LV3 Art Foundation Diploma: D*

Shrewsbury Sixth Form College (September 2016 – July 2018)

A-Level Product Design: B, A-Level Fine Art: C, A-Level History: C

Priory School Shrewsbury (September 2011 – July 2016)

8 GCSEs at grades A to C, including Maths and English.

Interests/Voluntary Commitments

Outside of education I am a passionate musician, using audio as another outlet of creative expression when I want to unwind. Creating, recording, and mastering tracks at my own leisure, and uploading the final product to streaming platforms, as a complete package, is incredibly satisfying to me, and allows me to channel my creativity in other ways when I'm not working. As a former amateur boxer, I now use swimming as a physical outlet to keep myself active and socially engaged, as well as to minimise the risk of potential injury. Additionally, I am a keen follower and participant in Rocket League eSports, who takes the video game as an opportunity to relax, connect, and compete with friends regardless of where I am.