

David Lubich

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I am a content strategist, content designer, editor and copywriter. I identify what users want from a website, and create and structure content that they'll find engaging and relevant.

Key Achievements

- Part of the original content design team for GOV.UK
- Created online style guides for the British Council, Defra, City & Guilds and Trinity College London.
- Created and delivered courses in online writing for UKTI, Financial Conduct Authority and British Council.
- Published and edited the cult music magazine 'Soul Underground' for its entire 38-issue lifespan.
- **Currently:** sessional lecturer on University for the Creative Arts' journalism degree.

Experience

VALTECH

Content Designer November 2017 to May 2018

Content lead on major project for Cabinet Office, to create a single careers and HR site for the Civil Service.

BRAY LEINO YUCCA

Content Designer September to October 2017

Developing content for high-profile event for GCHQ.

NATIONWIDE

Senior Content Designer June to September 2017

Developing content and advising on effective user-driven journeys and wider content strategy.

IE DIGITAL

Content Designer February to June 2017

Creating detailed guidance for healthcare professionals and other niche groups, to sit on GOV.UK platform.

- Advised on user journeys and information architecture (IA)
- Managed content development, workflow and sign-off process

DEPARTMENT FOR BUSINESS, ENVIRONMENT & INDUSTRIAL STRATEGY

Content designer October 2016 to February 2017

Developing content for two niche web projects, both delivered to GDS guidelines in an Agile environment.

- Developed long-form and microcontent for an advice-based site and several online tools.
- Worked on service design with UX lead; refined structure and user journey in collaboration with user researcher.

LONDON BOROUGH OF ISLINGTON

Content designer April to August 2016

Migration project for the council's website, based around GDS principles.

- Ran a content audit, gathering input from stakeholders and subject matter experts.
- Restructured and simplified the section from 200 pages to fewer than 50, most of which I rewrote from scratch.

SKILLS FUNDING AGENCY

Senior content designer December 2015 to April 2016

Developing and refining career profiles, from initial brief to sign-off. I worked with subject matter experts, user experience (UX) colleagues and designers in an Agile environment.

NHS BLOOD AND TRANSPLANT

Content designer October to November 2015

Developing and reviewing content and journeys for a new website for the blood transfusion service.

THE WELLCOME TRUST

Content designer June to August 2015

Writing and editing content for the relaunch of the Trust's public website.

BARCLAYS

Content manager January to April 2015

Reviewing and rewriting a range of legacy content and creating style guide.

- Worked with UX teams to refine user journeys.

FINANCIAL CONDUCT AUTHORITY

Digital editor June to December 2014

Writing digital and print content for the new Payment Systems Regulator (PSR), creation of content strategy and plan.

- Created content strategy and plan, IA and customer journeys.
- Wrote, edited and quality-assured copy created by a wide array of specialists.
- Created guidance and coached staff on style and tone of voice.

TRINITY COLLEGE LONDON

Online content manager June 2013 to June 2014

Content marketing, content strategy and plan for a new website and intranet.

- Developed content, draft IA and core functionality requirements.
- Created style guide and 'tone of voice' guidance, along with training in writing for online media.

UK TRADE & INVESTMENT

Content designer and trainer January to May 2013

Trained staff in over 70 overseas locations to create and publish engaging copy.

- Reviewed and refined editorial, publishing and workflow processes.
- Designed and delivered training for 'super users' and more junior staff.

GOVERNMENT DIGITAL SERVICE

Content designer July to December 2012

Developed content for the launch of the GOV.UK website, the primary source of government information for business and citizens. The core brief was to take complex language and processes and make them simple to understand.

- Wrote online content, distilling complex, technical and 'unfriendly' legacy material into the new GOV.UK style.
- Worked with Government departments and agencies to get 'buy-in' and to ensure sign-off of new content.
- Advised on simplifying and refining customer journeys, including suggesting tools to replace 'flat' web pages.

DEPARTMENT FOR WORK AND PENSIONS

Content designer February to June 2012

Created content for a major new website based around the Universal Credit programme.

- Developed long-form and micro-content for a series of complex user journeys.
- Challenged and refined existing IA, working with UX teams.

BRITISH COUNCIL

Content designer and trainer May 2011 to January 2012

Developed and managed content strategy and creation of content development for a 'pathfinder' project.

- Worked with UX team to refine and challenge the site structure, user journeys and its 'look and feel'.
- Created and delivered a series of training workshops covering editorial skills and writing for the Web.
- Wrote and edited 200+ pages of content.

DEFRA

Content designer May 2008 to April 2011

Editor for all B2B web content produced by Defra and its agencies for the Businesslink website.

- Commissioned, wrote and edited online content, and refined IA and user journeys.
- Engaged with stakeholder groups at all levels within Defra and its agencies.

LONDON SCHOOL OF JOURNALISM

Guest lecturer February 2009 to June 2010

Designed and delivered a series of lectures and workshops on writing and editing for the Web to postgraduate journalism students. The workshops covered the principles and practice of Web journalism and editorial principles.

CITY & GUILDS

Digital content specialist January 2006 to March 2008

- Created new IA, co-developed page layouts, user journeys and online tools.
- Trained and supported staff in creating online editorial; developed house style for online content.

SMALL BUSINESS SERVICE

Website editor April 2005 to November 2005

- Maintained, developed and updated several channels; created online 'tools' and decision trees.

ACTION BIKES

Brand and marketing manager April 2003 to March 2005

- Created and managed the 'foska.com' sportswear brand and grew online sales to over £300,000 a year
- Wrote all marketing collateral, both for print and online.

FREELANCE

Editor and copywriter 1992 to 2003

Over a dozen major projects, with clients from public, private and nonprofit sectors, including Imagination, BBC Television, COI and the Hayden Planetarium, New York.

SOUL UNDERGROUND MAGAZINE

Publisher and editor 1987 to 1991

Ran the cult music magazine for its entire 38-issue life.

- Hugely influential amongst musicians, DJs and industry professionals.
- Launched dozens of careers in journalism and photography.
- Sales of 10,000+ per month; worldwide distribution.

Projects

'CATCH THE BEAT'

Edited and wrote preface for "[Catch the Beat](#)", an anthology of Soul Underground magazine.

Voluntary work

I have developed and now run mosaic-making workshops at a couple of local hospices.

Education

1985-1986 University of London, Goldsmiths College Postgraduate Diploma in Communications

1982-1985 University of Manchester BA (Hons) Econ; Political Theory & Government

Interests

Rock climbing, creative writing, cycling, mosaic.