



# Graphic Web Designer, UI Developer

Truly passionate and ambitious, I like to define myself as a highly conceptual designer with a different approach to creating.

<http://leuzzidesign.com>

## Achievements



I started my studies at the University of Milan enrolling in Media and Communication. During the course, I developed an interest in design - one of the core modules, which prompted me to later attend the University of Florence. Here, I undertook a degree in Industrial Design, resulting in a first class honours Bachelors degree.

## Approach



With a strong background in both print and digital media, I prefer to follow a strategic approach. First, I identify the brand's strengths and weaknesses as well as getting to know the company culture. I then research the audience, the competition, and the current market in order to get a better perspective of the company.

## Ideas generator



With creativity surging through my brain 24/7, I am easily able to come up with new solutions even if that entails learning new technologies to achieve my goals. At every possible opportunity, I look to develop my skills and advance my knowledge. I truly believe that the key to success is to have a "can do" attitude, always.

## Perfect solutions



With over 7 years of experience as a Graphic and Web Designer, I have worked across a variety of sectors including property, IT, finance, and media for businesses of various sizes, from startups to established companies. This experience has allowed me to enhance my skills so that I can provide a multitude of design solutions to suit my client's needs.

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# Laura Leuzzi - Work experience

I am an expert in all Adobe Creative Cloud apps, with significant experience in Photoshop, Illustrator, and InDesign. For coding in HTML, PHP and JavaScript, I prefer to use Dreamweaver. I have advanced knowledge and experience of editing videos using both After Effects and Premier.

## 2016-2017 - GRAPHIC WEB DESIGNER

Working across four businesses sectors: Recruitment, Umbrella, Accountancy and Estates Agency



## KINGSLEY HAMILTON GROUP, CANARY WHARF, LONDON, UK

- Managing, producing and designing projects from brief to fulfillment.
- Designing & creating marketing materials on a range of projects.
- Delivered appropriate creative solutions for all online and print projects.
- Using HTML and CSS to create and edit CMS
- Social Media and Mailchimp campaigns design
- Video and photography post production
- SEO and Google Analytics

## 2015-2016 - GRAPHIC WEB DESIGNER

Travel Agency Specialists in low cost holidays to the far east and Australia and New Zealand.



## LEE'S TRAVEL, LONDON, UK

- Liaising with the client to determine his requirements
- Responsible for manage internal company website creating a brand new website, landing pages, this includes the design, layout and coding.
- Managing client proposals from typesetting through to design, print and production
- Social Media management (graphic and advertising side)

## 2015 - GRAPHIC WEB DESIGNER



## AIM STUDIO, LONDON, UK

- Designing and developing the company website
- Using HTML and CSS to create graphic content and edit CMS
- Google Analytics and SEO management

## 2015 - GRAPHIC WEB DESIGNER



## OLEIFICIO LIGORIO, ITALY

- Designing and developing the company e-Commerce website
- Using HTML and CSS to create graphic content and edit CMS
- Google Analytics and SEO management

## 2015 - WEB GRAPHIC DESIGNER FREELANCE

ACG is a new Digital Web agency with a strong potential and a very professional team.

## ACG CREATIVE, TEXAS

- Designing and developing the company website
- Typesetting and Image manipulation
- ID Brand - Logo and mockup
- Using HTML and CSS to create graphic content and edit CMS
- Google Analytics and SEO management



# Laura Leuzzi - Work experience



## 2011 - GRAPHIC WEB DESIGNER

Working on a full range of website design, digital media services and print support: e-Commerce solutions, content management systems (CMS), social media services, SEO, mobile apps, web branding and strategy for different businesses

## AII - AVANZATE IDEE INFORMATICHE WEB AGENCY - ITALY

- Designing and developing the company website
- Typesetting and image manipulation
- ID brand - Logo and mockup
- Using HTML and CSS to create graphic content and edit CMS
- Google Analytics and SEO management

## PATCHGROUP - WEB AGENCY - ITALY

- Managing, producing and designing projects from brief to fulfillment.
- Designing & creating marketing & e-marketing materials on a range of projects.
- Delivered appropriate creative solutions for all projects

## Certifications

2015 - Photoshop and Photography  
Shaw Academy



2012 - Dreamweaver - Formatemp

2015 - Social Media Marketing Diploma  
Shaw Academy



2012 - After Effects - Scuola Civica Milan

2011 - Graphic Design Diploma - Formatemp



# Laura Leuzzi

## Design and software skills

### ROCKSTAR SKILLS

— WEB DESIGN

— GRAPHIC DESIGN

— UI-UX DESIGN

### SOFTWARE SKILLS

— PHOTOSHOP

— ILLUSTRATOR

— INDESIGN

— DREAMWEAVER

— AFTER EFFECTS

— PREMIERE

### WEB SKILLS

— HTML5

— ICSS3

— JAVASCRIPT

— CMS

— PHP



Addicted to usability, mobile, and user centered designs, I care about details as well the bigger picture and try to create something exceptional.



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