



Laura Leuzzi

Graphic Designer - Digital Specialist



Phone

+447454990410



Email

leuzzilaura@gmail.com



Website

leuzzidesign.com

Skills

Adobe Creative Cloud



Front end development



Web coding



Figma



Salesforce



Accessibility



Approach

Problem Solving



Fast speed working



Communication



Team- player



About me

In 2017 I started working as Designer in the Brand Team at **Shell Energy** - reporting to the Brand & Communications Manager and the Design Brand Lead.

My role focuses on:

- Creating engaging designs across all of the Shell Energy products from concept to completion.
- Providing expert knowledge and art direction, to ensure all outputs and communications are consistent, accessible, and of high quality.
- Working closely with the **Brand, IT, Digital Marketing**, and external teams, to maximise our multi-channel campaigns.

Work experience

Designer at Shell Energy - 2017/Today

- Responsible for designing emails, coding and testing them from start to finish leading the development team -
- Creating, editing and implementing design for internal and external communications
- Rebrand (leading junior designers during this time)
- Prototype using Adobe XD of Figma and working closely to the UX team
- Test marketing emails using Salesforce

Graphic Designer at Kingsley Hamilton Group - 2015/2017

- Working across 4 business sectors: Recruitment, Accountancy, Insurance and Estate
- Designing and creating marketing materials on a range of projects
- CMS management and web-development (Wordpress - Mailchimp)
- Social Media campaigns (Facebook - LinkedIn - Youtube)
- Video and photography production

Graphic Designer at Lee's Travel - 2014/2016

- Responsible of the main company website, creating new brand websites from the layout to coding
- Creating marketing campaign on a daily basis
- Creating designs both digital and print

Designer at Patch Group Web agency - 2010/2014

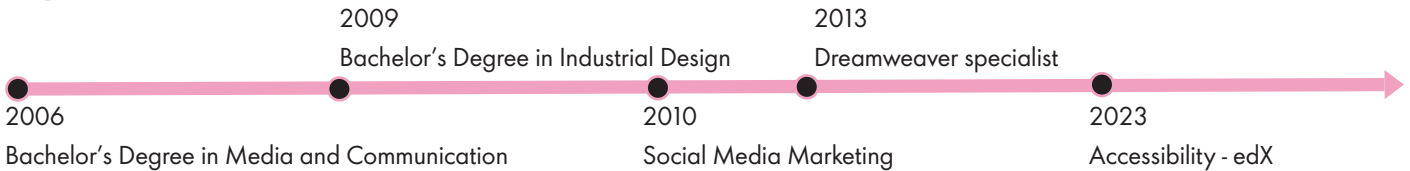
- Working on a full range of website. digital media, brand, services print, support and E-commerce solution



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My education



Activities and hobbies



Yoga



Wellness



Psychology



Photography

What people I worked with say about me

Laura is a creative, skilful designer, always going the extra mile to deliver whatever is required even when this involves a **huge volume of work**, **tight deadlines**, and **demanding briefs**.

During the **rebrand** we both worked on, she developed a new approach for our digital communications, immeasurably improving the quality of our customer emails and streamlining the entire process by which they were developed and built. This skill in finding ways to drive **efficiency and add value**, as well as her digital and web expertise, make Laura a huge asset to the design team.

For all her talent and hard work, the thing I will most miss about working alongside Laura is her warmth and genuine care. Her emotional intelligence and ability to build **strong relationships with her colleagues** made her an integral part of my time at SER, and are a key reason why she's such a well-liked and respected person in the business.

Caroline Lagden Senior Project Manager - previously Manager at Shell Energy

For more references please follow my LinkedIn profile here: www.linkedin.com/in/leuzzilaura/



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