



# Laura Leuzzi

## Senior Graphic Designer - Digital Specialist

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### Email

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### Website

leuzzidesign.com

## Skills

Adobe Creative Cloud



Photoshop



InDesign



Dreamweaver



Adobe XD



Dreamweaver



HTML & CSS



UI - UX



Figma



Accessibility



## About me

I'm a seasoned Senior Graphic Designer - Digital Specialist with over a decade of experience in the creative industry. I began my career as a freelance Graphic and Web Designer in Italy, honing my skills before founding my own agency, Patchgroup. At Patchgroup, I played a pivotal role in strategic branding and event management.

Transitioning to London, I joined Lee's Travels, a prominent travel agency, where I crafted compelling marketing materials and websites, contributing significantly to the company's visual identity and online presence.

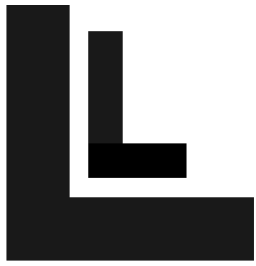
My passion for design led me to Kingsley Hamilton, where I excelled in both design and web development. This diverse skill set enables me to consistently deliver high-quality, integrated solutions in the ever-evolving digital landscape.

Currently, I thrive as a Senior **Senior Designer at Shell Energy**, specialising in email campaigns, advertising, and brand materials.

In my career as Designer, I have achieved significant milestones, including:

- Spearheading the creation of captivating designs for a comprehensive range of Shell Energy products, enhancing the visual appeal and market presence of each offering. **Working closely with the Brand, IT, UX,** and external teams, to maximise our multi-channel campaigns
- Contributing **expert knowledge** and precise art direction to guarantee the **consistency, accessibility, and elevated quality** of all outputs and communications. This has not only fortified our brand identity but has also garnered **positive responses from our audience**.
- Collaborating seamlessly with cross-functional teams such as Brand, IT, UX, and external partners. This collaborative effort has played a pivotal role in maximizing the impact of our multi-channel campaigns, ensuring a cohesive and effective approach across diverse platforms.

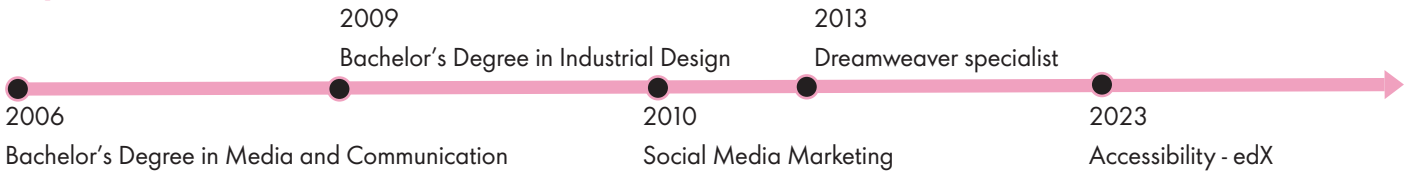
My proficiency in **Adobe Creative Cloud**, web development, and commitment to accessibility make me a versatile and valuable asset. I'm on a continuous quest for improvement, currently mastering **Figma** to further elevate my design expertise.



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### My education



### Work experience

#### Senior 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
- Rebranding and managing other contractor designers
- Working with agencies
- Designing and creating marketing emails and app wireframe using Adobe XD and Figma
- Test marketing email using Salesforce
- Designing and creating marketing materials on a range of projects. CMS management and web-development

#### 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 using Wordpress and customised CSS spreadsheet
- Social Media campaigns using Mailchimp
- Video and photography production

#### Graphic Designer at Lee's Travel - 2014/2015


- 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
- CMS management and web-development using Wordpress and customised CSS spreadsheet

#### Brand Design manager Patch Group Web agency - 2010/2014

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

### Activities and hobbies

Wellness - Psychology - Photography - Anthropology - Yoga - Meditation - Medicine - Books - Marvel fan

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