



Laura Leuzzi

Senior Graphic Designer - Digital Specialist

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Email

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Website/Portfolio

leuzzidesign.com

Skills

Adobe Creative Cloud



Photoshop



InDesign



Dreamweaver



Adobe XD



Dreamweaver



HTML & CSS



UI - UX



Figma



Accessibility



About me

I am an experienced Senior Graphic Designer and Digital Specialist with over a decade of expertise in the creative industry.

I work closely with stakeholders, marketing, UX and IT teams to create a brief to fulfil their requirements with creative and fast solutions.

Most of my experience has been with in house teams, but I also worked with agencies and as freelance.

Achievement

Currently, I thrive as a **Designer at Shell Energy**, specialising in email campaigns, advertising, and brand materials. I have achieved significant milestones, including:

- Successfully spearheading the rebranding initiative and generating assets for the newly established SERL company within a compressed timeframe, I lead the creation of over 400 email layouts and customer journey designs in under four months. Additionally, I meticulously crafted a suite of digital assets resulting in a remarkable surge in customer base, elevating figures from 50,000 to nearly 2 million..
- 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 **Stakeholders, Brand, IT, UX, and external partners**. This collaborative effort has played a pivotal role in **maximising 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.



Phone

+447454990410



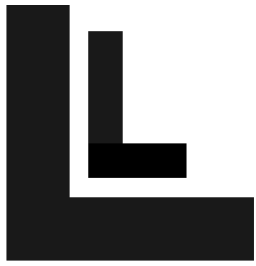
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Work experience

Senior designer at Shell Energy - 2017/Today

- Marketing campaign emails, coding and testing them from start to finish leading the development team
- Visual layout and user experience for websites, web applications, and other assets (digital and print)
- Submitting work to Head of Design and project lead, taking accountability to plan ahead vs. project workflows to ensure input and direction is incorporated in a timely manner
- Mentoring other junior designers and IT designers guiding them to meet and exceed their KPIs
- Working with agencies, stakeholders and cross-functional teams to ensure designs align with brand guidelines, user needs, and business goals, and involved in the entire design lifecycle from ideation to implementation and testing
- Accessibility ambassador: designing accessibility guidelines and conducting several test to conform with WCAG 2.1 & 2.2 guidelines

Graphic Designer at Kingsley Hamilton Group - 2015/2017

- Working across 4 business sectors: Recruitment, Accountancy, Insurance and Estate
- CMS management and web-development using Wordpress and customised CSS spreadsheet
- Social Media campaigns
- Video and photography production
- The exhibition design at Canary Wharf has seen a notable 20% increase in customer engagement.
- Responsible for designing and coding the Chinese website for Kinglsey Hamilton Estate - Profit increased 40%

Graphic Designer Lee's Travel - 2014/2015

- Website development (layout and coding)
- Marketing campaign on a daily basis
- Creating designs both digital and print
- CMS management and web-development

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
- Helping clients to create their Brand and launch their business
- Delivering and developing all the printable and digital assets for a major event reaching 300k of visitors
- Mobile app (development and design)

My education

