

# LAURA LOUISE LEONARD

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## Website

lldesigns.com

## Address

Helsby, Cheshire

## EXPERIENCE

-  Brand Identity
-  Print & Signage
-  Presentations
-  Responsive Websites
-  Email design and build
-  Online Ad Campaigns
-  Photo & Video Editing

Adobe Creative Suite, Sketch, Figma, Bannerwise, Canva, Mailchimp, HubSpot, Slides, Docs, Sheets, Wordpress, Squarespace & Wix.

## EDUCATION

### University of Chester

BA (Hons), Graphic Design  
(2013 - 2014)

### Mid-Cheshire College

Foundation Degree,  
Graphic Design  
(2011 - 2013)

### Mid-Cheshire College

Art & Design Foundation Diploma  
(2010 - 2011)

### Christleton High School

GCSE's & A Levels  
(2003 - 2010)

## INTERESTS



## PERSONAL PROFILE

I'm a Studio Manager with over 10 years of experience in design and marketing, overseeing all aspects of studio operations. I thrive in fast-paced environments, handling projects while supporting creative ideas and business goals. I enjoy mentoring designers, making the most of our resources, and building strong relationships with clients. I'm passionate about making sure our studio's work aligns with each client's brand strategy and looking for ways to help projects grow and improve.

## WORK EXPERIENCE

### Eclipse Marketing

#### Studio Manager

(Feb 2023 - Present)

- Lead and inspire a team of designers to deliver high-quality, on-brand creative across digital and print platforms.
- Partner with account managers and copywriters to align creative output with client expectations and campaign objectives.
- Manage external suppliers (photographers, printers, installers), ensuring projects are delivered on time and within budget.

#### Creative Team Leader

(Sept 2021 - Feb 2023)

- Mentored junior designers and delegated projects to ensure deadlines were met under tight schedules.
- Shared concept development, wireframes, and mockups for new campaigns and digital layouts.
- Developed digital marketing assets e.g. online ads, email campaigns, and landing pages, aligned with brand and campaign strategies.

#### Senior Graphic Designer

(Feb 2019 - Sept 2021)

- Designing multi-channel adverts, reviewing result data and client feedback to influence the next campaign.
- Initiated process improvements to standardise templates and reduce rework across campaigns.

#### Graphic Designer

(Aug 2017 - Jan 2019)

- Designing brand guidelines, business cards, brochures, menus, large format signage, online ads and responsive websites.
- Researching competitors and staying current with trends.

### Footsqueek Ltd

#### Graphic Designer

(Oct 2014 - Jul 2017)

- Designed Android/iOS app interfaces and responsive websites.
- Tested UI and UX, reviewed brand consistency.
- Coordinated with the team to manage project timelines and launches.
- Produced marketing materials to support go-to-market strategies.