

LEANNE COLEMAN

DIGITAL MARKETING - GRAPHIC DESIGN - ILLUSTRATION

Mobile: 07901193963

Email: leannedeborahcoleman@gmail.com

Website: www.leannecoleman.com - **Password:** 3k5qajar

PERSONAL PROFILE

Versatile designer with 7+ years of professional experience in the fields of digital marketing, graphic design, photography and illustration.

EXPERIENCE

(Jan 2016 – Present)

Digital Designer: Sole Bliss Shoes and Lisa Kay London.

I started as the in-house designer for Lisa Kay London, a luxury ladies shoe brand. In 2017 I went on to design the visuals for the Launch of a new brand named Sole Bliss, which specialises in stylish and comfortable shoes for women who suffer with bunions. I am proud to have been a part of Sole Bliss' growth from day one and later to have designed and overseen a new website for the US market.

Over the years I have reviewed the branding and ROI over multiple platforms, updating and re-designing when needed to ensure the visuals are working as effectively as possible. I have also managed a junior designer and created the visual branding guidelines for both companies.

Experience from the role includes:

- B2B and B2C email design and copy writing using Mailchimp and Klaviyo platforms. Managing email automation and maintaining email lists and segments. Reviewing email results and monitoring KPI using Google analytics and Klaviyo reports.
- Designing the Sole Bliss technology logos and creating illustrations demonstrating how the shoes work. The illustrations became part of the supporting documents for a patent application and also appeared on dailymail.com and BBC News.
- Designing Print Advertising for The Daily Mail, Telegraph, Times, You Magazine, Women's Institute, Good Housekeeping and Scottish Women Magazine.
- Print design including seasonal brochures, business cards, company stationary, leaflets and press day invites. Liaising with printers to ensure a strong product.
- Product and lifestyle photography.
- Photo retouch and product cut-outs.
- Video editing for promotional videos and social media advertising.
- Creating social media plans and content including posts, stories and advertisements.
- Implementing facebook adverts and monitoring results.
- Website mock-up design in Photoshop/Figma and liaising with the web development contractors.
- Creating website content and maintaining the Sole Bliss sites using BigCommerce, WordPress and Shopify.
- Packaging and logo design including shoe boxes and tissue paper.

2016: Commission for Wedding Invitation

2D Artist on upcoming PC game 'Xenozoa' (2014-2015): Responsible for concept art, all 2D art assets including environments and creatures.

2014: Commission for Wedding Invitation

EDUCATION & TRAINING

University of the Arts London (2022)

Chelsea College of Art & Design – Adobe Illustrator Intermediate Short Course
London College of Communication – Adobe After Effects and Animation Short Course
Central Saint Martins – Animation and Visual Effects Using Maya Short Course

The Arts University Bournemouth (2009 – 2013)

BA (Hons) Illustration
Foundation Diploma in Art and Design (Level 4)

Adobe Training Conference – Lindau, Germany (2009)

InDesign, Photoshop and Illustrator training lead by Russell Viers, Contributor at InDesign Secrets

Peter Symonds College (2007 – 2009)

A Level: Fine Art – A, English Literature – B, Classical Civilisation – B,
Key Skills (Level 3) and General Studies.
AS Level: Media Studies – A
Peter Symonds Yearbook Editor

Test Valley School (2002 – 2007)

11 GCSE A*- B Including Maths, Science, English and Key Skills.

SKILLS

Adobe Creative Suite: Photoshop, Indesign, Illustrator, After Effects and Premier Pro.
Figma
Mailchimp and Klaviyo
WordPress, Bigcommerce and Shopify
Microsoft Office
Basic HTML and CSS
Basic 3D modelling and animation in Maya
Able to drive if required

REFERENCES

Lisa Kay, Director and Owner of Sole Bliss and Lisa Kay London (current employer)
lisa@lisakayshoes.com