

LIZZIE BAILEY



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EDUCATION

BA SOCIOLOGY - 2:1

Durham University
(2012-2016)

3 A LEVELS - A*, A, A

Impington Village College
(2009-2012)

REVIEWS

"Everything you do makes a massive difference to the Sales Leaders being able to understand the incentives and your beautiful creativity gets them super engaged and excited to achieve."

Kellie Plant - Field Comms
Content Planner | Avon

"You've been fabulous throughout this work - patient, proactive and supportive. Working at an agile pace often brings challenges but you've dealt with this calmly and provided updates at each agreed milestone which helps build confidence with the Leadership Team. The end result is fab - great teamwork!"

Iain James - Representative
Experience Manager | Avon

HELLO, I'm a designer.

WEBSITES, EMAILS, GRAPHICS AND MORE

Hi! I'm Lizzie. I've been creating professionally for over 5 years, both as an in-house web designer, and as a freelance artist. I'm highly organised, driven, and dependable and I'm passionate about beautiful, user friendly design.

Skills

Languages: Excellent proficiency in HTML5, CSS3, Javascript, and jQuery libraries.

Software: Adobe CC (Illustrator, Photoshop, InDesign, Dreamweaver, Animate), MS Office.

Systems: Teamsite, Umbraco, Wordpress, DoubleClick, Qualtrics, Brightcove, Sharepoint, Trello.

Professional qualities: Positive, assertive communicator; excellent time management; meticulous and attentive to detail; fast learner with new systems and processes; patient and empathetic; enthusiastic about teaching and mentoring peers.

Experience

2017-Present

DIGITAL DESIGNER (B2B) - AVON COSMETICS

- » **Design and development of creative web pages and emails** for Avon's representatives; creating optimised user journeys across the B2B online platforms.
- » **Implementation of brand redesign** to support the ongoing business transformation project. Creating responsive HTML templates for landing pages and emails; illustrating iconography, sourcing imagery, creating asset toolkits, and writing style guides.
- » **Negotiating with stakeholders and stretching briefs** to create more satisfying user experiences, resulting in proven track record of increased traffic and engagement.
- » **Management and onboarding of junior designers and freelancers.** Allocating and prioritising workload, providing coaching and guidance on tasks, supporting communications within the wider business, and giving in depth training on HTML, CSS and Content Management Systems.
- » **Proactive engagement in voluntary roles** to improve the skills and efficiency of the marketing department. Examples include being part of the 'Troubleshooters Team' (finding and implementing solutions to process and technical problems) and the 'A Team' (organising ad-hoc, fun events to improve employee engagement); up-skilling other employees in HTML; and being the nominated GDPR owner for digital creative (compiling information on existing use of personal information and liaising with legal to ensure compliance with new laws).

2016-2017

JUNIOR WEB CONTENT DESIGNER (B2B & B2C) - AVON COSMETICS

- » **Created BAU and ad-hoc emails** to communicate with Avon Reps, including weekly newsletter design, campaign CRM emails and service recoveries.
- » **Designed and built HTML5 banner adverts** using Adobe Animate (from storyboarding to implementation in multiple sizes) and uploaded to DoubleClick.
- » **Supported e-commerce campaigns** by creating and maintaining B2C website content - missing product images and shades, social media centre, online brochure.

2012-Present

WEB AND GRAPHIC DESIGNER - LIZZIE BAILEY CREATIVE

Varied freelance design work creating logos, brand identity, websites, publications, marketing materials, illustrations, stationery, and more. View my work at lizziebailey.co.uk.