

# Leo Luis

DIGITAL PRODUCT DESIGNER



## COVER NOTE

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Hey, I'm Leo – a Digital Product Designer from London. I've worked alongside the likes of British Airways, The Body Shop, Virgin Atlantic, O2, Post Office, Microsoft, and Lenovo. Having honed skills in various disciplines across different industries, I often fill creative gaps others might miss.

Beyond being a pixel-perfect designer, I can code, copywrite and have a general knack for solving problems. My passions extend beyond the digital world; I love cars, DIY and am an avid gym enthusiast, bringing the same discipline and precision to my work.

I've fully embraced the remote work lifestyle and I'm ready to take on UX/UI, product and generalist design challenges from my meticulously designed home office. Whether it's refining user experiences, crafting refreshing interfaces, or finding creative solutions, I'm game. I've got the passion, the talent, and a 1 gigabit internet connection – all I need is the opportunity to make it happen.

That said, let's jump on a call, talk about your design needs and how we can work together to achieve them.

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# Leo Luis

## DIGITAL PRODUCT DESIGNER

### EDUCATION

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#### BA (Hons) Digital Arts

University of West London

First Class Honours, 2009—2012

#### User Experience Design

Springboard

2018

### SKILLS

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Branding & identity  
UX/UI design  
Graphic design  
Web design  
Email design  
Video production  
Animation

### PROFICIENCY

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Adobe After Effects  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Premiere  
Adobe XD  
Figma  
Final Cut Pro  
HTML5/CSS3  
Shopify  
Sketch  
Wordpress

### EXPERIENCE

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#### Digital Product Designer

Freelance

2 years - Freelance / Contract

UX analysis, landing pages, email design, wireframing and building for various clients including O2, Microsoft, Lenovo, VMware & more.

#### Freelance Digital Designer

Virgin Atlantic

18 months - Contract

Email and webapp product design and development. Wireframing, prototyping and design system development (Figma).  
Coding responsive and dark mode compatible emails.

#### Email Developer

RAPP UK

3 months / 8 months - Contract

Developing emails for various clients; Post Office, Mercedes, Audi, TV Licensing, Specsavers & Pampers. Marketing platforms used include Taxi, Adobe Campaign, Mapp & Braze.

#### Digital Designer

The Body Shop

9 months - Contract

Email design, coding, re-touching and animation for global markets.

#### Digital Designer & Developer

British Airways - Avios

12 months - Contract

Building dynamic, personalised and transactional emails. The role included general graphic design, video, brand policing and animation for Avios and partner airlines (BA, Iberia, Flybe, Vueling & Air Italy).

#### Brand & Identity Specialist

LGC Group

1 year - Full-time

Responsible for brand, all internal design work and art direction. My team oversaw four marketing divisions. I would ensure all external design work done was on brand and catalogued. This also included design for print, videography, photography, animation, template and presentation design.

#### Digital Designer

South Thames Colleges Group (STCG)

5 years - Full-time

My role began with the implementation of a new brand which included sub-brand design and art direction. I designed and built two college websites based on student and parent user research. The role also included animation, video production, photography, email design and print.

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## EXPERIENCE

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### **Web Developer & Designer**

Ego by Design

*6 years - Freelance*

Building various Wordpress and Shopify websites for big corporate and fashion clients, as well as content creation for YouTube. The role was 50% web design and development based (HTML, CSS, PHP, Javascript) and 50% video production and animation.

### **Sessional Lecturer - Interactive Media**

Kingston College

*2 years - Contract*

Weekly workshop sessions teaching 16-19 year old students Adobe Photoshop and Illustrator

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