

# Leo Luis

SENIOR DIGITAL DESIGNER / DEVELOPER



## COVER NOTE

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Hi, I'm Leo — a designer and developer specialising in email, CRM and design systems.

Over the past 15 years I've worked with brands including Virgin Atlantic, British Airways, The Body Shop, Post Office, Lenovo and O2, designing and building digital experiences across web, campaigns and product work.

More recently I've worked with companies like Multiverse and Celestyal Cruises designing and implementing modular email design systems and integrating them into ESPs like Dyspatch, Marketo and Adobe Journey Optimizer.

These days I sit somewhere between designer and developer, building scalable email systems that make life easier for marketing teams.

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# Leo Luis

## SENIOR DIGITAL DESIGNER / DEVELOPER

### SKILLS

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Figma Design Systems  
UX/UI Design  
CRM Design  
Email Development  
ESP Implementation/Migration

### TOOLS

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Figma  
MJML  
HTML / CSS

### PLATFORMS

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Acoustic (formerly IBM)  
Adobe Campaign  
Adobe Marketo Engage  
Adobe Journey Optimizer  
Dyspatch  
Braze  
Mailchimp  
Taxi for Email

### EDUCATION

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**BA (Hons) Digital Arts**  
University of West London  
*First Class Honours*

**User Experience Design**  
Springboard

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### EXPERIENCE

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#### Digital Designer / Developer

Celestyal Cruises *18 months - Contract*

- Designed a modular email design system in Figma.
- Created customisable components and variants for core use cases.
- Built a master email template using HTML/CSS and Marketo syntax.
- Enabled drag-and-drop, no-code email creation for marketing team.
- Produced interactive email guidelines for self-serve usage.
- Led migration from Marketo to Adobe Journey Optimizer.
- Provided ongoing campaign email design and development support

#### Digital Designer / Developer

Multiverse *2 months - Contract*

- Designed a modular email design system in Figma for new brand.
- Created customisable components and variants for core use cases.
- Built those components in Dyspatch using HTML and DML.
- Enabled drag-and-drop, no-code email creation for marketing team.
- Produced interactive email guidelines for self-serve usage.

#### Freelance Digital Designer

Virgin Atlantic *18 months - Contract*

- Email and web product design.
- Wireframing, prototyping and design systems in Figma.
- Built responsive and dark-mode compatible emails.

#### Digital Designer / Developer

The Marketing Practice *9 months - Contract*

- Produced landing pages, wireframes and interactive prototypes.
- Designed responsive emails and supported WordPress builds.
- Clients included Lenovo, AWS, Dell, O2, QuickBooks and VMware.

#### Email Developer

RAPP UK *11 months - Contract*

- Built marketing and transactional emails for agency clients.
- Clients: Post Office, Mercedes, Audi, TV Licencing & Pampers.

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## EXPERIENCE

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### Digital Designer

The Body Shop

9 months - Contract

- Email design and development for global campaigns.

### Digital Designer & Developer

British Airways - Avios

12 months - Contract

- Built personalised and transactional email communications.
- Worked across Avios and partner airline campaigns.

### Brand & Identity Specialist

LGC Group

1 year - Full-time

Led brand design and internal marketing work.

### Digital Designer

South Thames Colleges Group (STCG)

5 years - Full-time

Designed marketing assets and developed college websites.

### Web Developer & Designer

Ego by Design

6 years - Freelance

Built Wordpress and Shopify websites for clients.

### Sessional Lecturer - Interactive Media

Kingston College

2 years - Contract

Taught Photoshop and Illustrator workshops.

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