

# Laura Crotti

## Strengths



### Detail-oriented

Proven experience producing unique, fresh and professional visual with close attention to details.



### Strong Collaborator

Consistently partnered with cross-functional teams to produce design solutions that enhanced brand visibility and effectiveness.



### Idea Generator

Consistently provided innovative design solutions that significantly boosted marketing campaigns impact and reach.

## Skills

Adobe Suite Illustrator  
Photoshop InDesign Figma  
Visual Design Branding  
After Effects PowerPoint  
Presentation Decks

## Education

BA Visual Communication

National College of  
Art and Design

2014 - 2017  
Dublin, Ireland

## Passions

Art & Design 1960s Decor Cats  
The Sims Coffee Shops Fashion

[www.lauracrotti.com](http://www.lauracrotti.com)

## Senior Graphic Designer | Visual Storyteller

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Dublin, Ireland

## Summary

Highly creative senior graphic designer with over 7 years of experience in creating and implementing design solutions across various industries. Expertise in Adobe Suite, Motion Graphics and brand development. Proud of having worked on a successful corporate rebrand that increased both community engagement and brand recognition.

## Experience

2024 - 2025 | &Open

### Digital Content Designer

During my time at &Open, I played a central role in content creation, digital design, and e-commerce (Shopify). I curated homepage layouts, managed product imagery, and updated brand profiles to maintain visual consistency across campaigns. I also used ClickUp to streamline workflows and improve collaboration across design, marketing, and content teams.

A key part of my role involved motion design—creating dynamic assets for social media, campaigns, and client demo videos. These animations brought brand storytelling to life and elevated the overall quality of our digital presence.

I also handled product photography end-to-end: shooting, editing, and uploading images to Shopify to ensure a polished, on-brand experience.

Additionally, I designed bespoke gift experiences, developing packaging and visual assets that aligned with client brand identities. These projects required close collaboration with cross-functional teams and a strong attention to detail.

2022 - 2024 | Strong Roots

### Brand Designer

As the brand designer at Strong Roots, a challenger plant-based brand, I crafted captivating visuals for digital platforms, including social media graphics and videos, maintaining brand identity. Developed a new digital visual identity, boosting recognition by 15%. Managed multiple projects, enhanced social media engagement by 50%, and streamlined workflows, reducing turnaround time by 20%. Created UI/UX designs for the DTC website.

- Created UI/UX designs for the new Strong Roots DTC website.
- Collaborated with marketing teams to develop compelling visual content for social media platforms, increasing follower engagement by 50%.
- Designed and implemented templates and design systems for trade show events, attracting potential customers and generating new leads.
- Implemented efficient workflow processes, reducing project turnaround time by around 20%.
- Managed the design and production of branding materials, ensuring brand consistency across all touchpoints.
- Conceptualized and designed print advertisements for the US and UK OOH marketing campaigns.

2019 - 2022 | AIL Group

### Mid-Level / Senior Graphic Designer

As the only graphic designer for a fast-paced restaurant/hospitality brand with four separate brands under its umbrella (**O'Briens**, **Abraakebabra**, **Bagel Factory** and **GBK**), my responsibilities were multi-faceted and crucial for maintaining the brand's visual identity and marketing efforts. Over a span of three years, some of the key tasks I handled included:

2018 - 2019 | Atomic

### Artworker

As an artworker in an agency, my primary responsibilities revolved around the execution and preparation of visual materials for various projects. Here's a general overview of the day to day duties: