

Laura Crott

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 Canva

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

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Senior Graphic Designer | Visual Storyteller

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Dublin, Ireland

Summary

Senior Visual Designer with 9 years of experience delivering scalable design solutions across SaaS, DTC, B2B, both in-house and within agencies. Strong background in brand systems, digital design, motion, and high-impact commercial work including trade shows and global campaigns.

Experience

2025 - 2026 | &Open

Senior Designer (Contract)

- Delivered digital and print design assets for global brands including Marriott and Diageo

2024 - 2025 | &Open

Lead Visual Content Creator

Leveraged SaaS tools to craft compelling digital and visual experiences for &Open, a corporate gifting platform, driving engagement and brand impact.

- Led visual and digital design across e-commerce (Shopify), content, and marketing channels.
- Designed homepage layouts, product pages, and campaign assets to support conversion and brand storytelling.
- Created motion assets for social, campaigns, and client demo videos, elevating presentations and pitches.
- Collaborated cross-functionally using ClickUp, improving workflow visibility and delivery.
- Delivered bespoke branded gift experiences and packaging for B2B clients, aligning with strict brand guidelines.

2022 - 2024 | Strong Roots

Brand Designer

Senior visual and brand designer for a challenger plant-based food brand operating across DTC, retail, and B2B channels. 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, Abrakebabra, 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: