

# 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 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

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

## Senior Graphic Designer | Visual Storyteller

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

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: