

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

Senior Graphic Designer | Visual Storyteller

lauracrotti@icloud.com

www.lauracrotti.com

Dublin, Ireland

Summary

Highly creative senior graphic designer with over 6 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

2022 - 2023 | Strong Roots

Digital Content Designer

As the digital content 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.

- Collaborated with cross-functional teams to design and launch a new brand identity, resulting in a 15% increase in brand recognition.
- Created UI/UX designs for the new Strong Roots DTC website.
- Managed multiple design projects simultaneously, meeting all deadlines and exceeding internal stake holders expectations.
- 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

Senior Graphic Designer

As the only graphic designer for a fast-paced restaurant/hospitality brand with four separate brands under its umbrella (**O'Briens**, **Abrakeabra**, **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:

- Marketing Collateral
- Menu Design and Design system implementation across all 54 locations
- Print and Digital Advertising Campaigns
- Photography and Image Editing
- Packaging and Merchandise
- Collaborating with Operations Teams & Liasing with franchisees
- Managing Design Projects

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:

- Prepared files for print production, ensuring they met the technical requirements and standards.
- Created and finalized print and digital assets, ensuring they adhered to brand guidelines and project specifications.