

Leeanne Simpson

Creative Lead
Senior Graphic Designer

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2026

Portfolio.

About.

MY PROFILE

Leeanne Simpson
Creative Lead
Senior Graphic Designer

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Creative lead and senior designer with 10+ years of experience shaping consumer brands across hospitality, food and beverage, retail and lifestyle. Combines strategic thinking with hands-on design, taking integrated campaigns from insight and concept through art direction, production, sign-off and multi-channel rollout.

Experienced in guiding creative teams, influencing marketing direction, partnering with senior stakeholders and building distinctive brand experiences that support commercial growth.

EDUCATION

Graphic Design BA (Hons)
De Montfort University
2010 - 2013

BTEC Diploma Graphic Design
Saint Francis Xavier College
2008 - 2010

Upper Second Class (2.1)
Winner of Annual Faculty Best Student Project

Triple Distinction
AS Level Media (B)

CORE EXPERTISE & TOOLS

Brand Identity & Brand Stewardship
Brand Systems & Guidelines
Creative Direction
Campaign Development
Integrated Campaigns
Packaging and Print Design

Photography & Video Art Direction
Creative Production
Team Mentoring & Creative Sign-Off
Stakeholder & Supplier Management
Motion Design
Video Editing

Adobe Creative Cloud
Figma
Framer

EXPERIENCE

2024 -
Senior Graphic Designer
Kaspa’s Desserts, Doner & Gyros
& Fat Twins

- Oversee creative direction across Kaspa’s Desserts, Doner & Gyros, and Fat Twins. Responsible for concept development and design of all marketing campaigns and product launches, including menus, in-store assets, and digital content.
- Manage photoshoots from concept to execution and mentor a junior designer, providing guidance and overseeing day-to-day creative tasks.

2023 - 2024
Head of Creative
Sweet Dee’s Jerk

- Designed and developed the brand identity, ensuring a strong, cohesive presence across all touchpoints. Implemented a strategic creative direction aligned with business goals, leading ideation for campaigns, branding, and product development across digital, print, and in-store platforms.
- Oversaw visual and written content creation, ensuring consistency and impact. Directed creative for physical store development alongside architects and led packaging design for the Sainsbury’s retail rollout. Managed brand collaborations, event graphics, and campaign performance tracking.

2018 - 2023
Graphic Designer
Wondersphere

- Collaborated in a multi-disciplinary team to craft meaningful brand stories and long-term brand value. Led photoshoot planning and art direction for product and campaign launches. Created brand guidelines and designed across digital, print, and spatial touchpoints—including wireframes, prototypes, and responsive websites.
- Developed the full brand identity and restaurant experience for *Steakology* in Topanga Hills, LA. Designed luxury packaging and marketing materials for *Gusbourne Exclusive Release 2016*, stocked in select Waitrose stores. Worked with *The Spencer Foundation* on retained brand implementation, including office interior design. Partnered with developers to successfully launch two *University of Chicago* websites.

2015 - 2018
Graphic Designer
Office Shoes London

- Collaborated with the Head of Content and digital team to deliver cohesive seasonal campaigns across multiple platforms. Artworked campaigns for 105 store locations and supported the PR team with lookbooks and press materials. Designed collateral for sub-brands including Offspring, Ask the Missus, Oki Kutsu, and Office Ladies.

2015
Prophet
Design Intern

- Collaborated with the creative director and design team to develop strategic ideas, new design concepts and create print and digital materials for Electrolux, UBS, Landis+Gyr, Ardent and MediaTek.

Experience.

A photograph of three people in a kitchen setting. On the left, a woman with dreadlocks, wearing a dark blue button-down shirt over a white t-shirt, is smiling and looking towards the center. In the middle, a man with a beard, wearing a pink t-shirt, is smiling and holding a piece of food. On the right, another man with short dark hair, wearing a white t-shirt and a black smartwatch, is also smiling and holding a piece of food. They are all gathered around a wooden table with various dishes, including a bowl of salad, a plate of food, and a bottle of Jerk BBQ Sauce. The background features a white brick wall, a wooden shelf with potted plants, and a book titled 'BRITISH FENCING'.

New age Caribbean cuisine.

SWEET DEE’S JERK

Disciplines Brand Strategy, Brand Identity,
Brand Messaging, Collateral,
Art Direction, Web Design

Sweet Dee’s Jerk is a award-winning Caribbean cuisine business founded by two brothers in 2017. They aim to introduce London and beyond to traditional Caribbean recipes with a new-age taste.

The goal was to give Sweet Dee’s Jerk a new visual identity that embraced and celebrated the vibrancy of Jamaican culture and pushed forward the future vision of their brand as it expands from quick serve restaurants like Selfridges to launching a retail range.

www.sweetdeesjerk.com





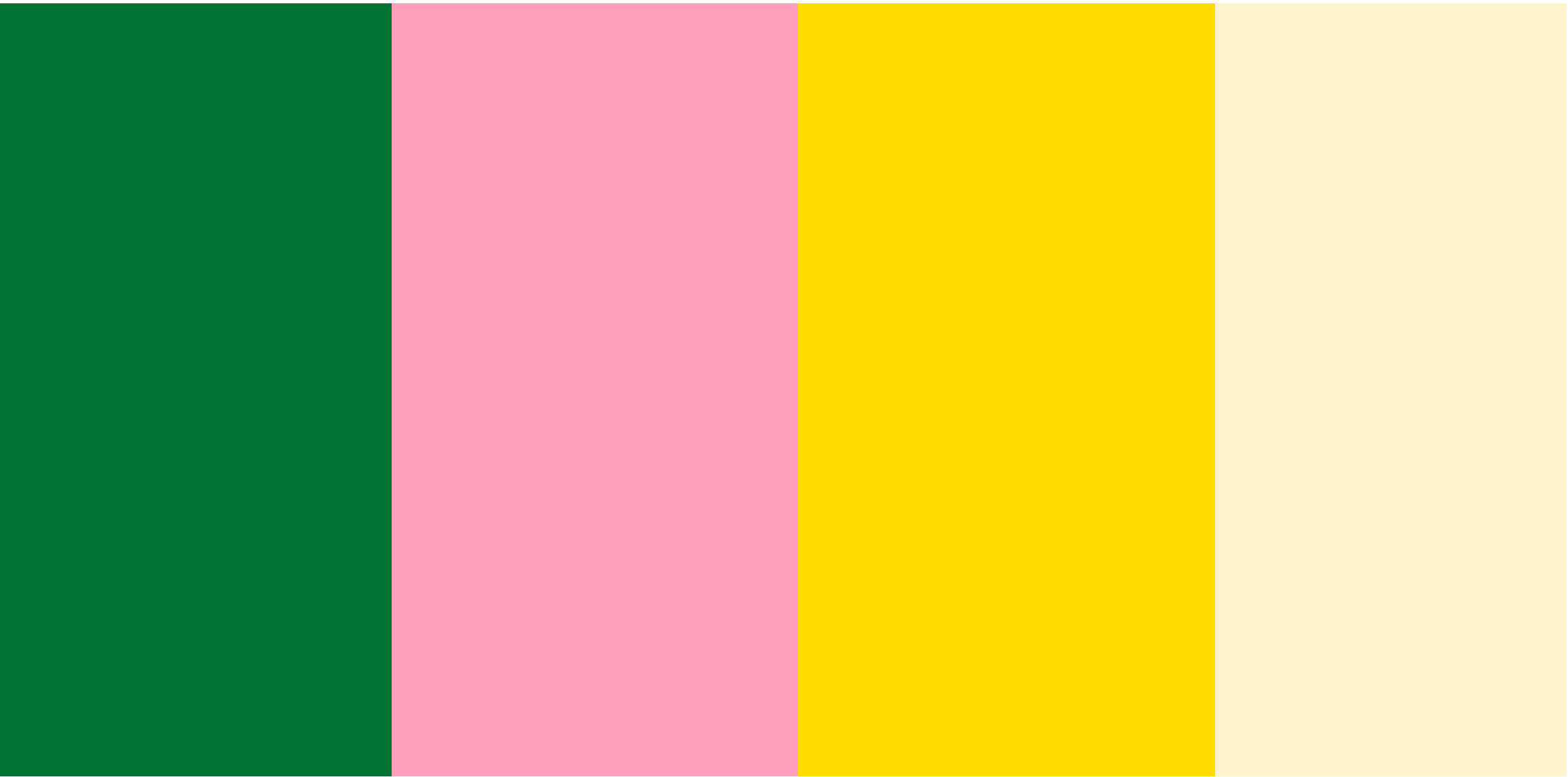
Full of Flavour

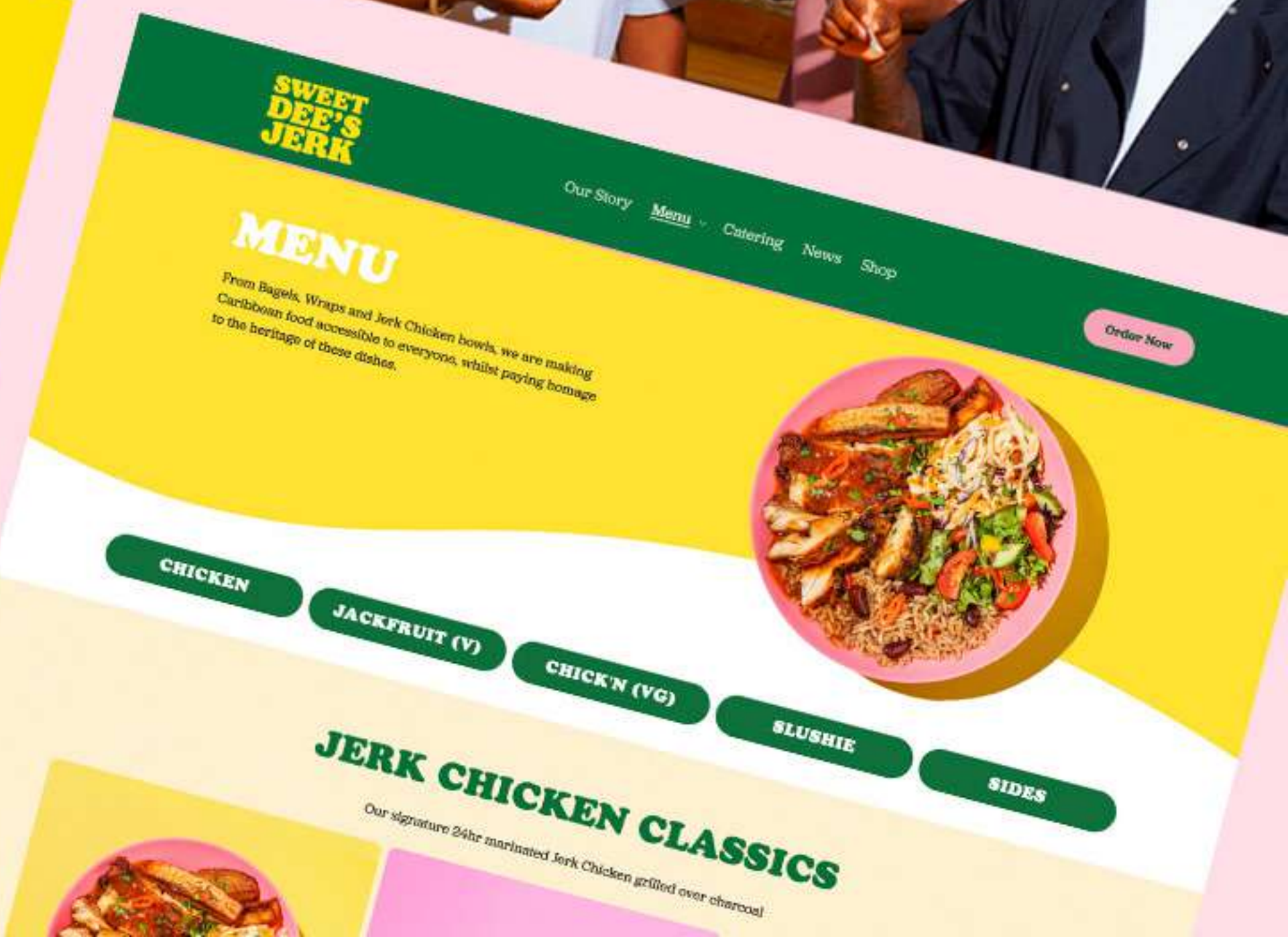
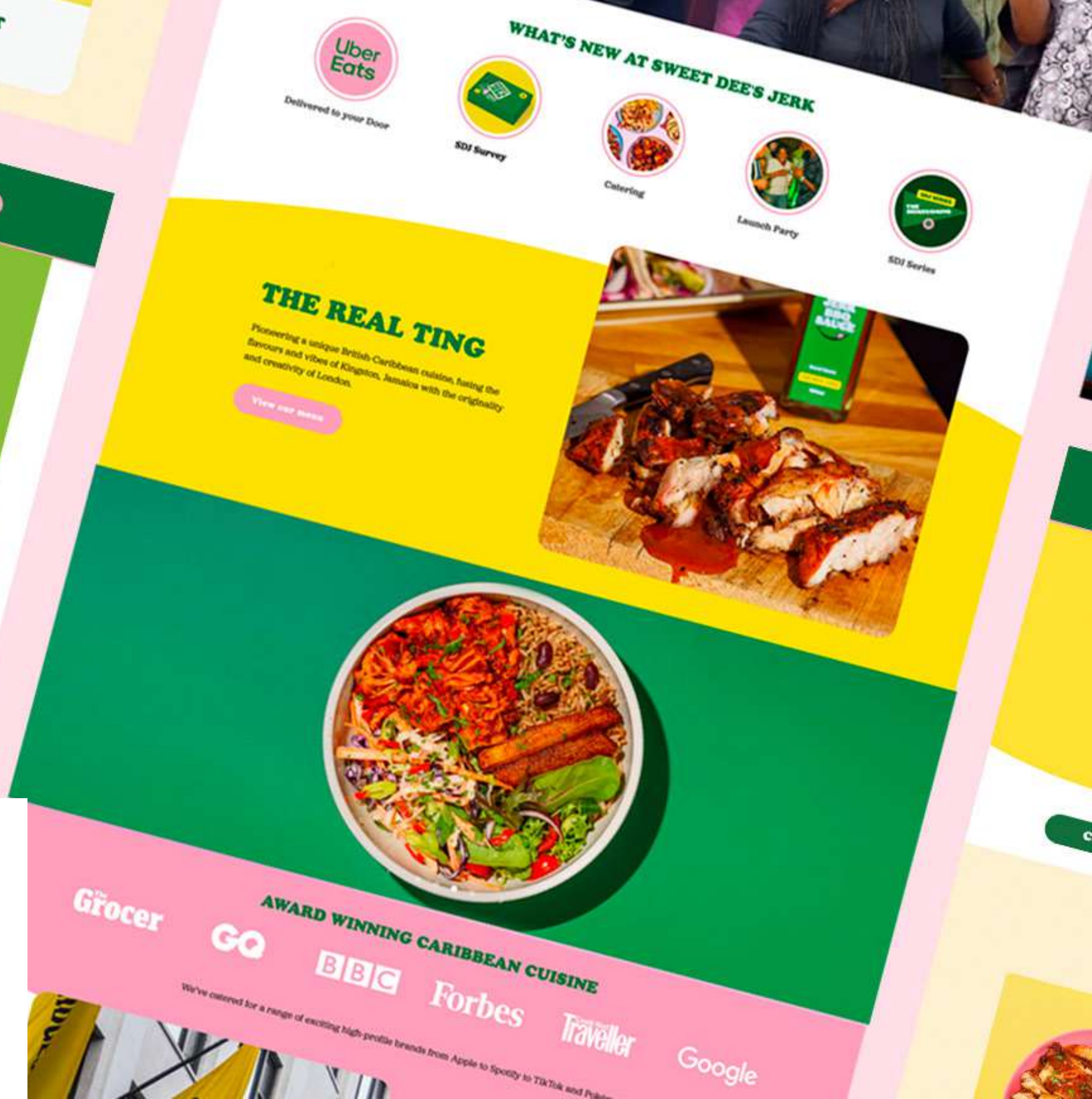
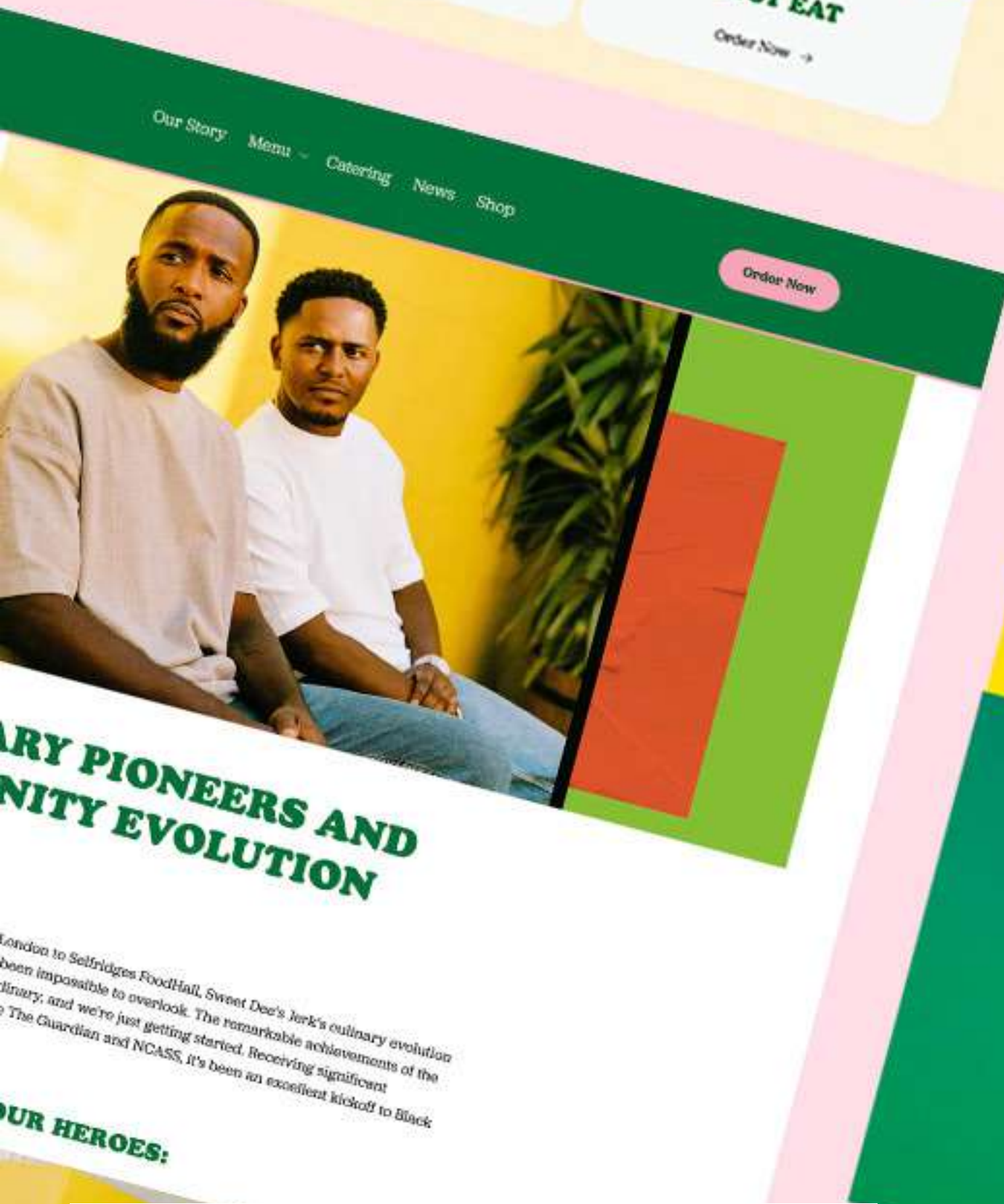
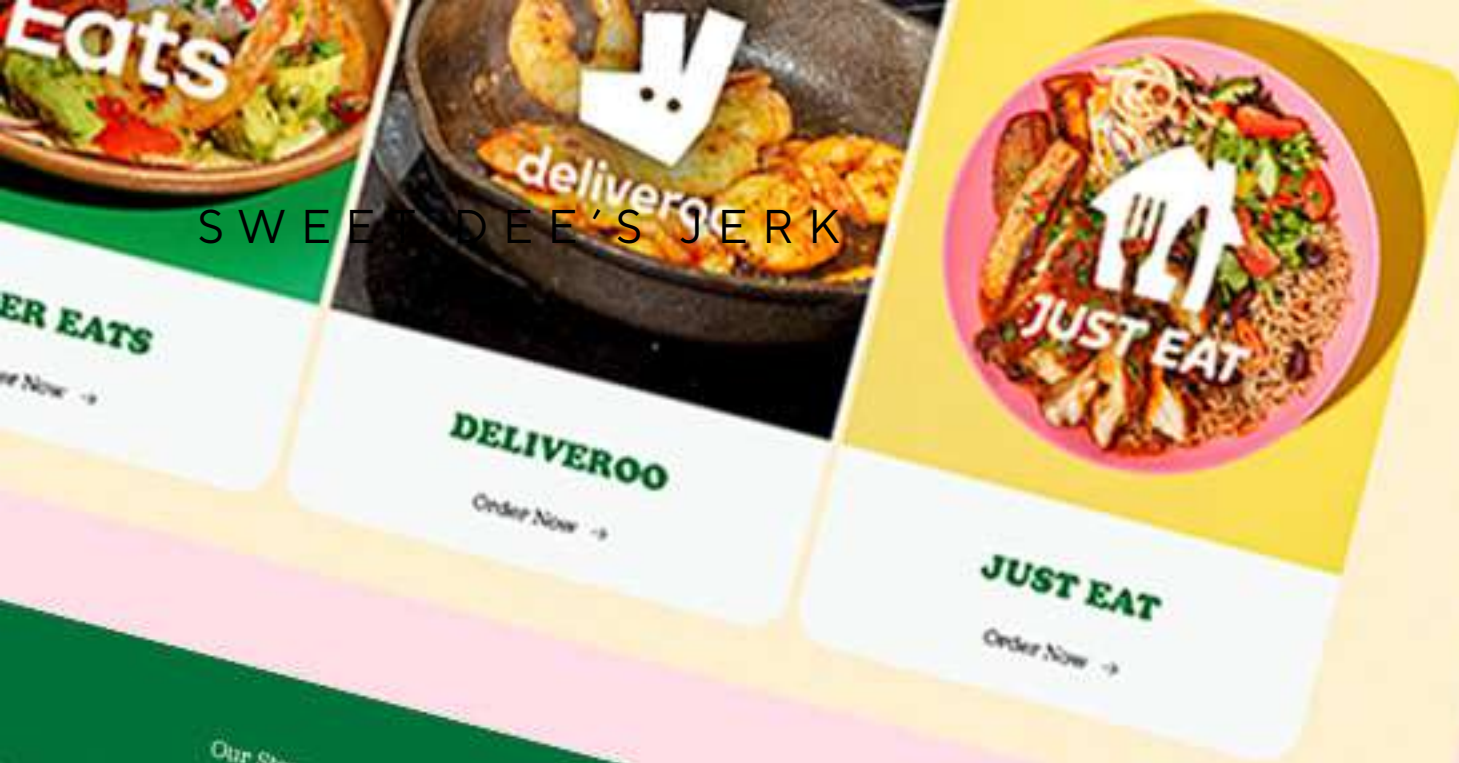
Designing a brand identity that reflects Sweet Dee’s Jerk’s ethos of producing the finest authentic Caribbean dishes made with the best quality ingredients. The mouth serves as a playful representation of how customers should feel after a visit to one of the locations.



Caribbean roots run deep in our veins and we try to portray the vibrancy, colour and history through all our dishes.

Jubilat Book



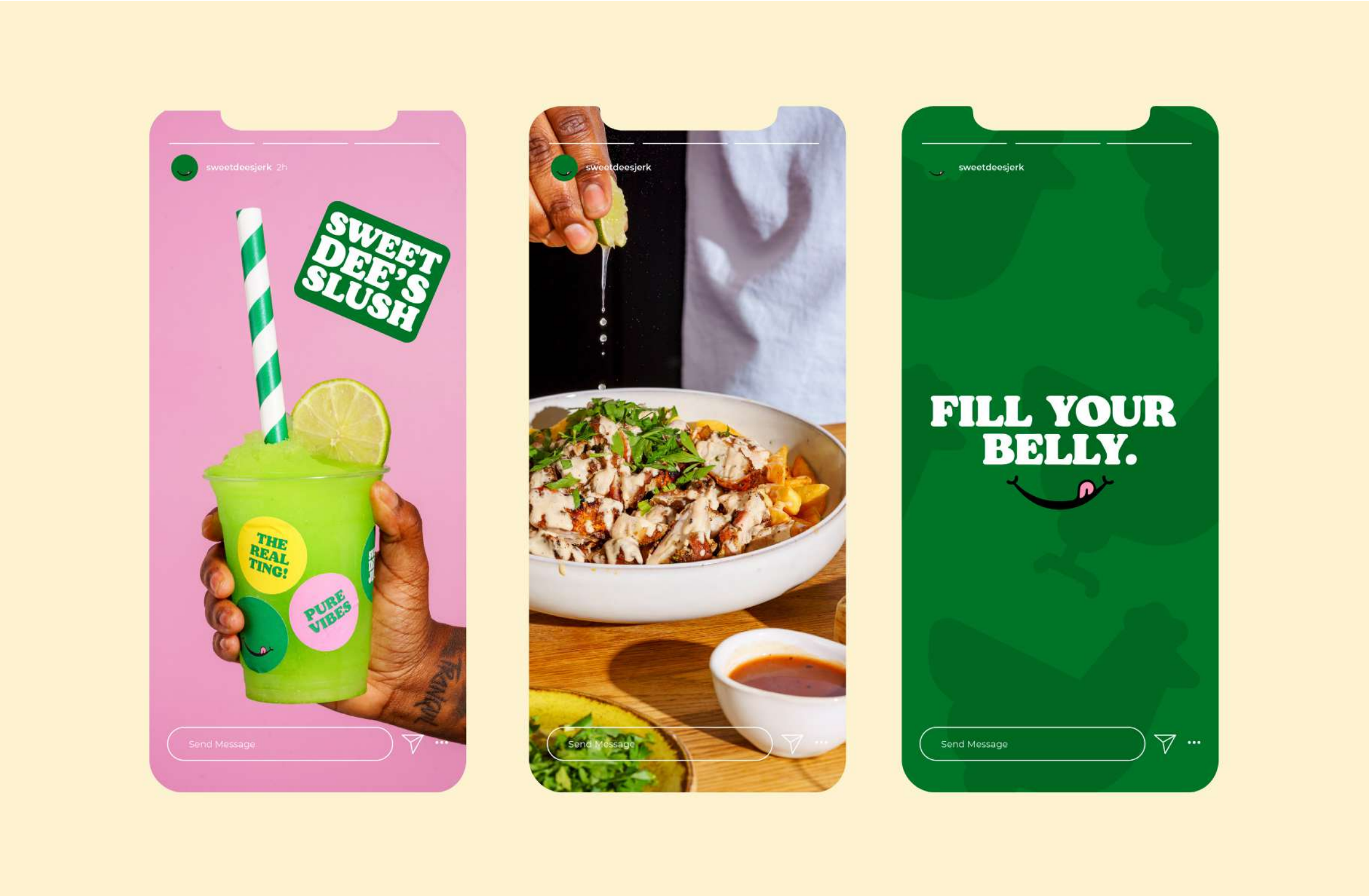


Website

The website takes the primary role of serving as the central hub for all channels including social media, eStore, and physical store information ensuring customers receive a consistent and cohesive brand experience.



Omnichannel
Ensuring Sweet Dee’s Jerk provides customers with a seamless brand experience across all platforms, including social media, and digital marketing.







New-Gen Caribbean

Developing a brick-and-mortar site that fuses the vibes of Jamaica with the originality and creativity of London, this fast casual restaurant will pioneer the unique British-Caribbean cuisine that Sweet Dee’s has to offer.

Good
Vibes Only

KASPA'S 100

Spreading Delicious Happiness.



KASPA’S DESSERTS

Disciplines Campaign Strategy, Art Direction,
Campaign Collateral, Creative Production

Kaspa’s Desserts is one of the UK’s leading dessert franchises, with 78 stores nationwide and a reputation for bold, indulgent treats and vibrant in store experiences.

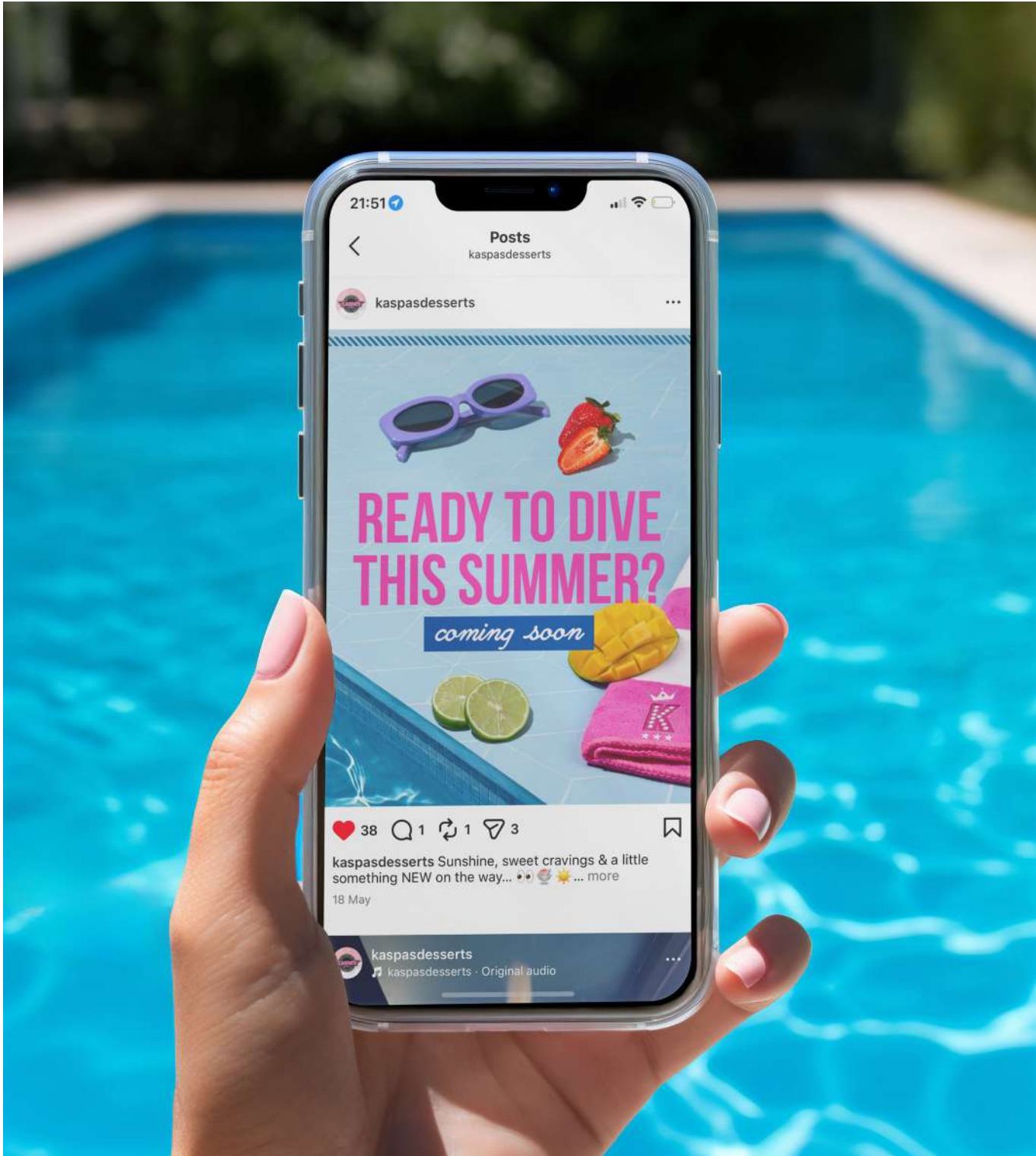
As Senior Designer, my role has been to develop creative campaign concepts from the ground up, translating ideas into cohesive visual stories across both print and digital platforms. From initial concept and art direction through to final production, I ensure each campaign is fully resolved and ready for launch across the entire store network.

www.kaspas.co.uk



Dive Into Summer

Campaign was created to launch Kaspas's seasonal summer menu, inspired by poolside indulgence, refreshing drinks and vibrant fruit flavours. The concept centred around bright, holiday-inspired visuals designed to capture the feeling of summer while showcasing the new product range.



KASPA'S ★ DESSERTS ★



DIVE INTO SUMMER

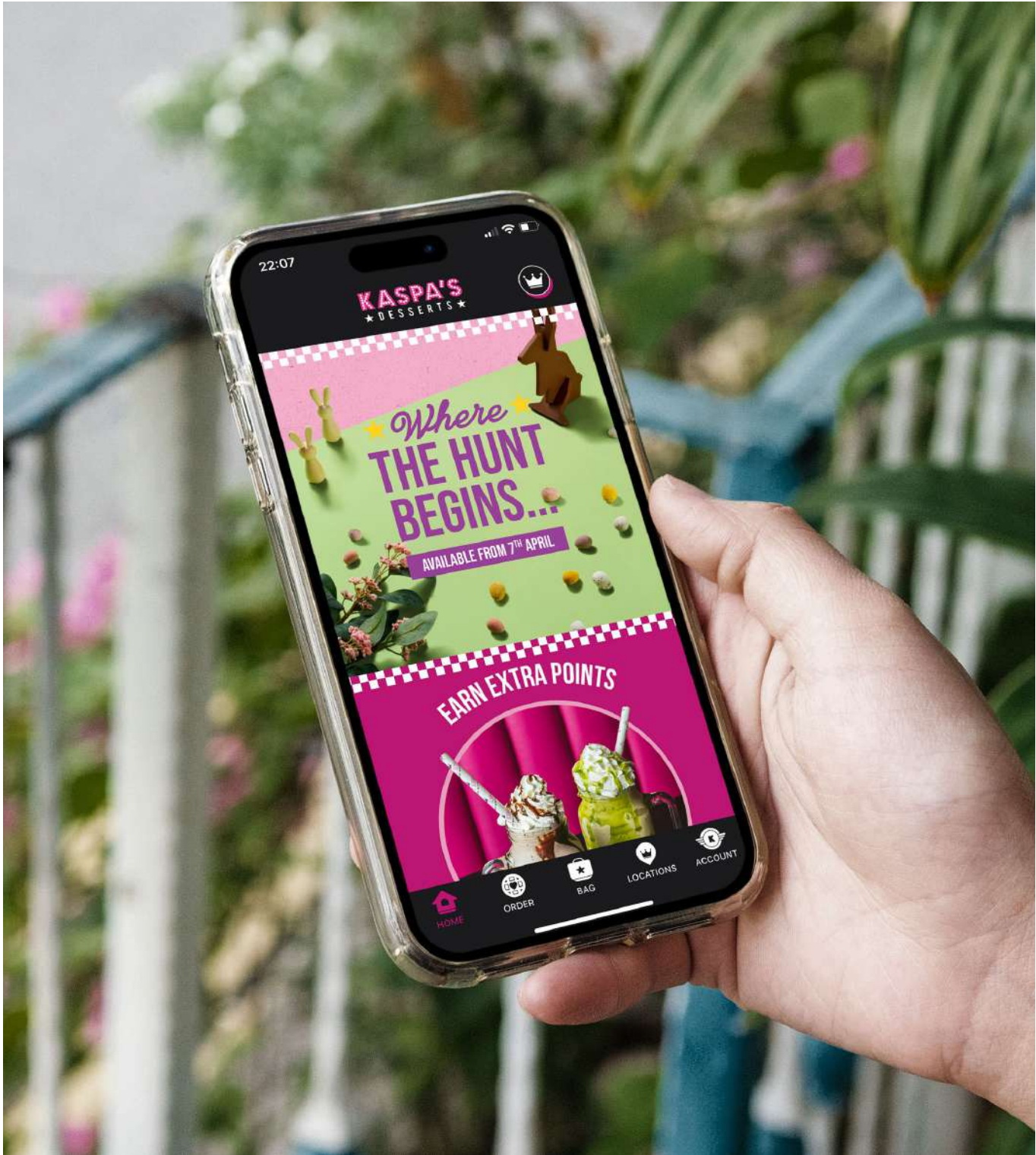


Flagship Takeover

Illustration-led store takeover concept for Kaspá's Dive Into Summer campaign, transforming the storefront into a vibrant, poolside-inspired destination.



Hop Into Joy
Campaign was created to launch Kaspas' limited-edition Easter menu, inspired by the nostalgic appeal of Mini Eggs and seasonal treats. The concept centred around playful, spring-led visuals designed to capture the excitement of Easter while showcasing the new product range.





From Plant To Scoop

Veganuary campaign promoting Kasper's vegan gelato range, encouraging customers to start the new year with a lighter, plant-based treat.



Festive Moments Shared

Christmas campaign designed to celebrate the joy of gathering with friends and family over indulgent desserts. Through warm, inviting photography and a rich festive visual language, the campaign positioned Kaspas as the destination for creating memorable moments and sharing seasonal treats.



Sunshine in a glass.



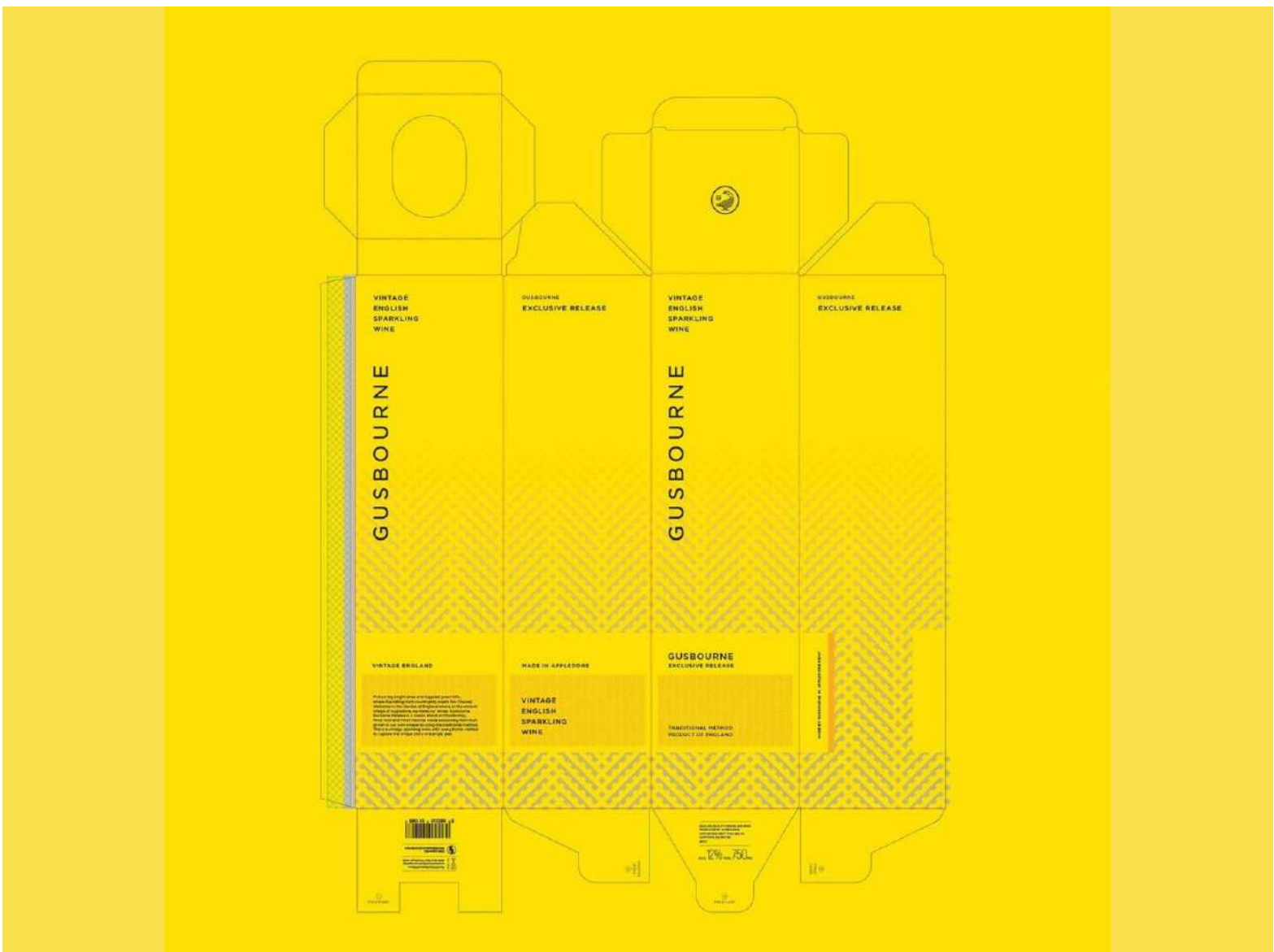
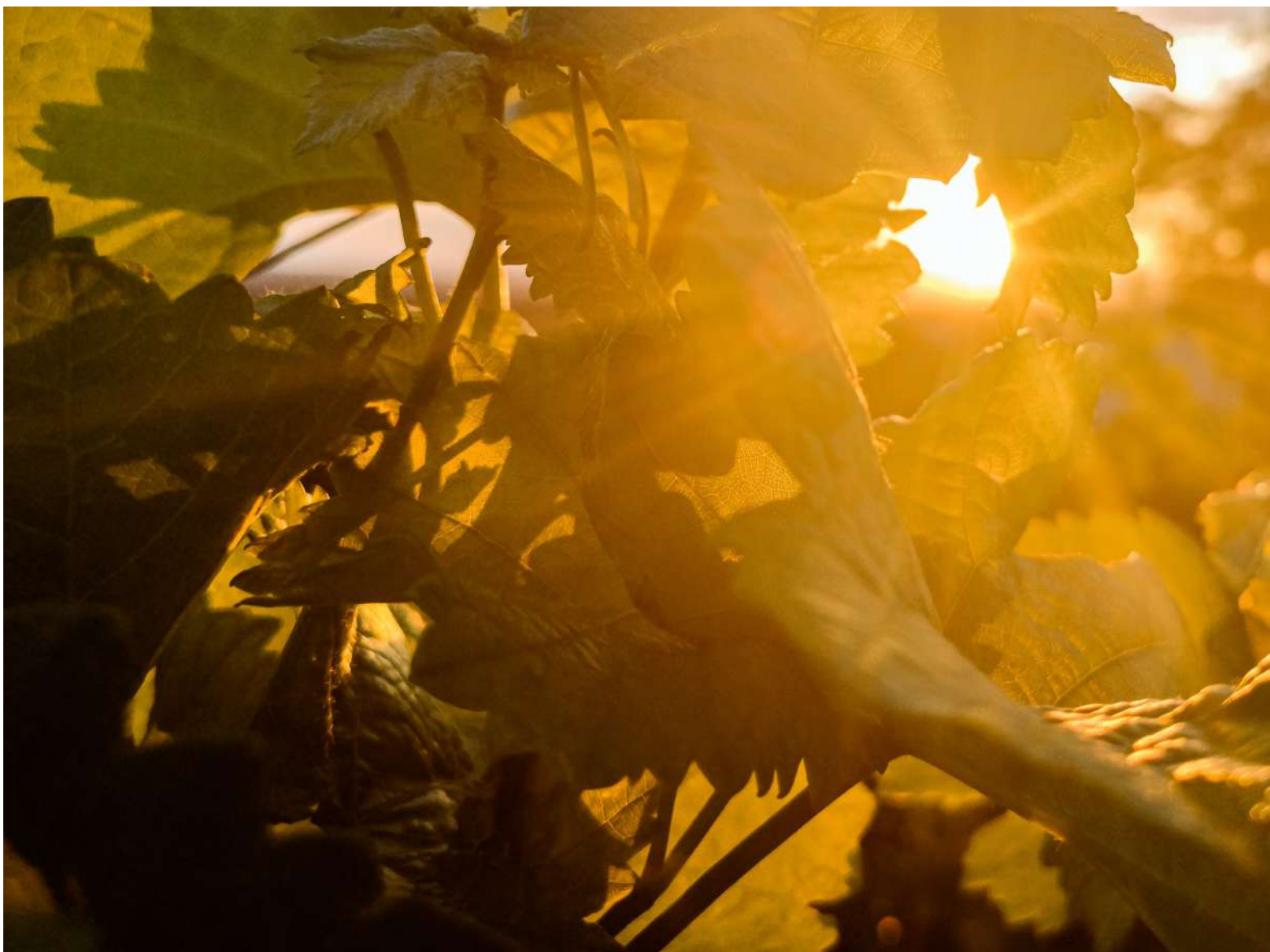
GUSBOURNE EXCLUSIVE RELEASE

GUSBOURNE EXCLUSIVE RELEASE

Disciplines Brand Strategy, Packaging Design,
Website Design

Located in Appledore, Kent, Gusbourne are renowned for making the finest vintage English sparkling wines. Packaging was designed for the new Exclusive Release 2016, taking inspiration from British summertime and celebrations. The Exclusive Release 2016 is only available in selected Waitrose stores.





Yellow Sparks Joy
The packaging takes its cue from the vibrant colour yellow—symbolising sunshine, smiles, and feel-good energy. The pattern is inspired by the lively bubbles of sparkling wine, capturing the spirit of celebration and elevating moments worth toasting.

GUSBOURNE EXCLUSIVE RELEASE

PURCHASE  

BRIGHT AND BEAUTIFUL MEMORIES

DISCOVER MORE >

GUSBOURNE EXCLUSIVE RELEASE

GUSBOURNE EXCLUSIVE RELEASE

Gusbourne Exclusive Release is a classic blend of Chardonnay, Pinot Noir and Pinot Meunier made exclusively from fruit grown in our own vineyards using the traditional method. This is a vintage sparkling wine, with every bottle crafted to capture the unique story of a single year.

PURCHASE  



22

GUSBOURNE EXCLUSIVE RELEASE

PURCHASE  

VINTAGE ENGLAND

Picture big bright skies and dappled green hills, where the rolling Kent countryside meets the Channel. Welcome to the Garden of England where, in the ancient village of Appledore, we make our wines.

DISCOVER MORE ABOUT
OUR WINEMAKING >



GUSBOURNE EXCLUSIVE RELEASE

PURCHASE

5

AWARDS TO DATE

2020

2021

2022

DECANTER'S "BEST IN SHOW
WINES OF 2021"

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A black and white photograph of a chef in a kitchen. The chef is wearing a white long-sleeved shirt and a dark apron with the text "STEAKOLOGY" and "MODERN CHOPHOUSE" printed on it. He is seasoning a piece of meat in a metal tray with a fine powder from a small container. Another tray with a piece of meat is next to it. The background shows a kitchen with a stove and various equipment.

Turning the traditional Steakhouse on its head.

STEAKOLOGY

Disciplines Brand Identity, Brand Messaging,
Interior Design, Art Direction, Web Design,
Collateral

Good steak isn't rocket science and it shouldn't cost the price of a spaceship either.

Steakology is a modern Chophouse, offering prime steak by the ounce. When it comes to choosing your steak, they weigh and hand carve each premium cut- right then and there- exactly as you decide before cooking it in front of you.

www.steakologychophouse.com





On the Scale

The logo takes inspiration from the classic typography found on vintage butcher’s weighing scales, bringing a nostalgic charm that roots the brand in tradition.

Alongside it, the cow stands proudly as the hero graphic—a bold and humorous nod to the offer of prime steak by the ounce, capturing the spirit of the brand with personality and wit.







POUND
FOR
POUND
THE BEST
STEAK
IN TOWN

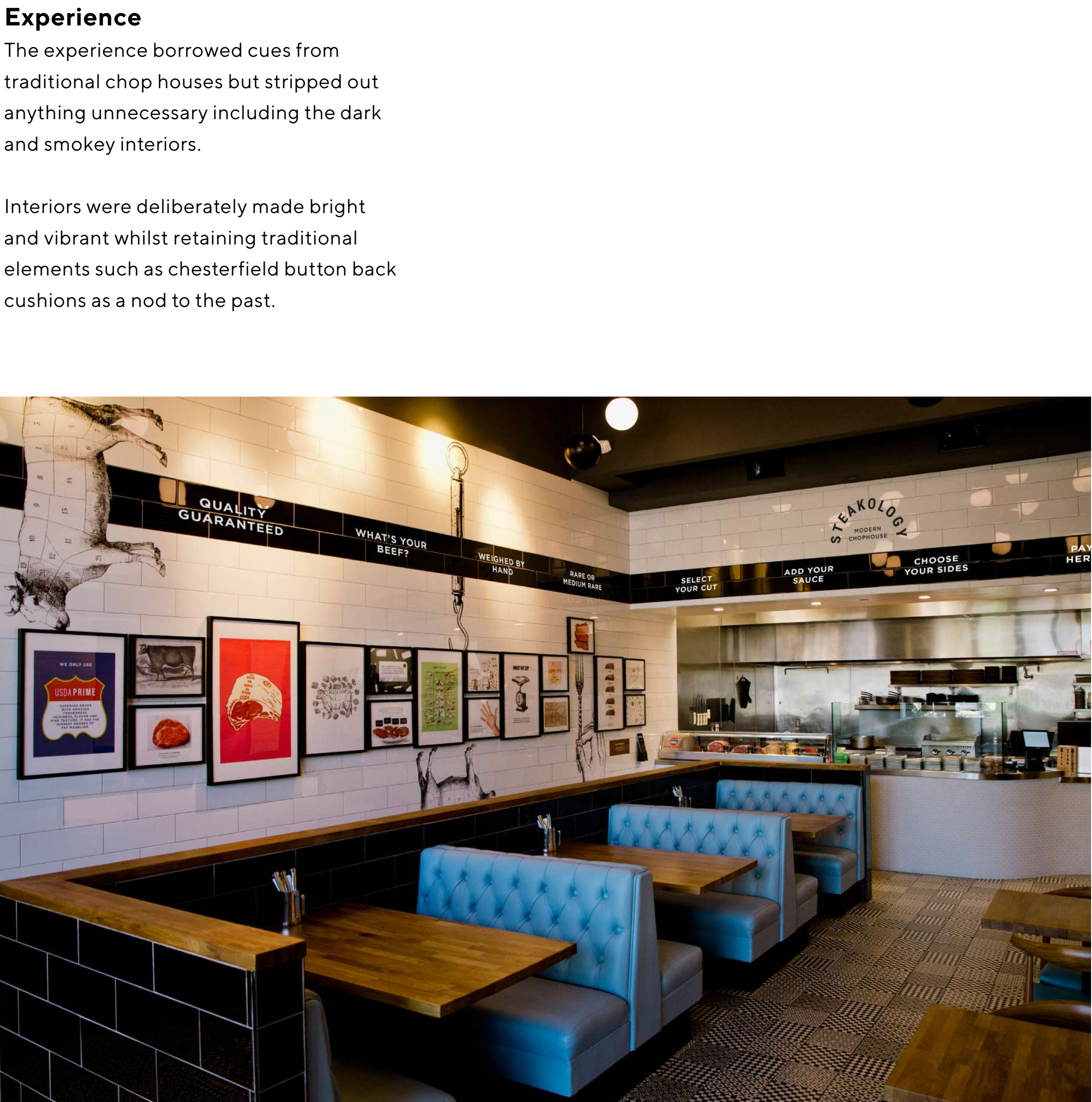


PRIME
STEAK
BY
OUNCE

PRIME
STEAK
BY THE
OUNCE

STEAKOLOGY
MODERN
CHOPHOUSE

STEAKOLOGY
MODERN
CHOPHOUSE



Experience
The experience borrowed cues from traditional chop houses but stripped out anything unnecessary including the dark and smokey interiors.

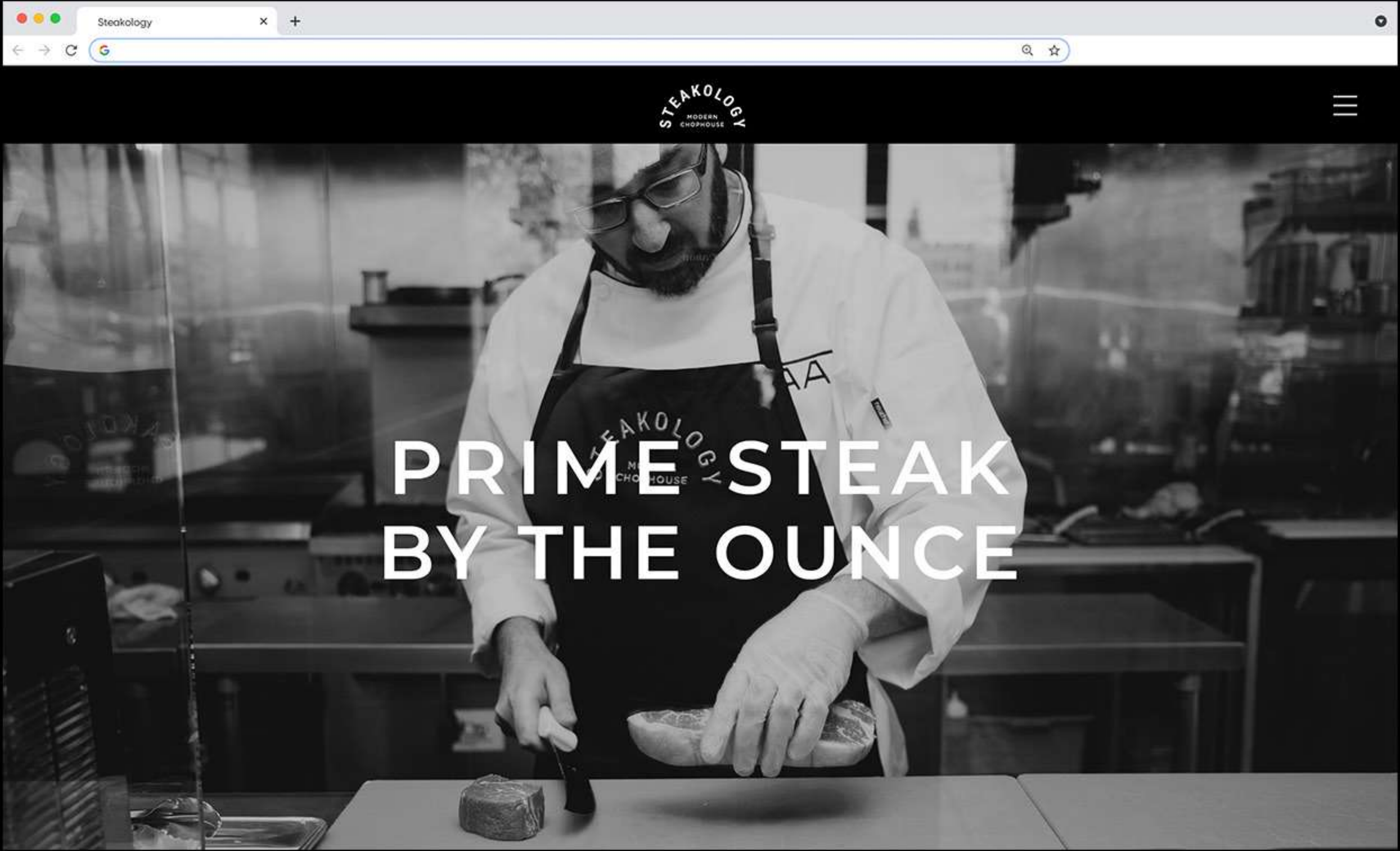
Interiors were deliberately made bright and vibrant whilst retaining traditional elements such as chesterfield button back cushions as a nod to the past.



Steak 101

Rather than filling the walls with a gallery of celebrity diners like a traditional chophouse, Steakology used the space for ‘Steak 101’.

Designed to take the mystery out of steak, our wall collection covered everything from portion size to sauces.



A close-up, high-contrast photograph of a dark glass bottle cap. The cap is secured by a metal cage with a twisted wire. A gold-colored logo is embossed on the cap, depicting two hands holding a flame. The background is dark and out of focus.

A new and liberating choice.

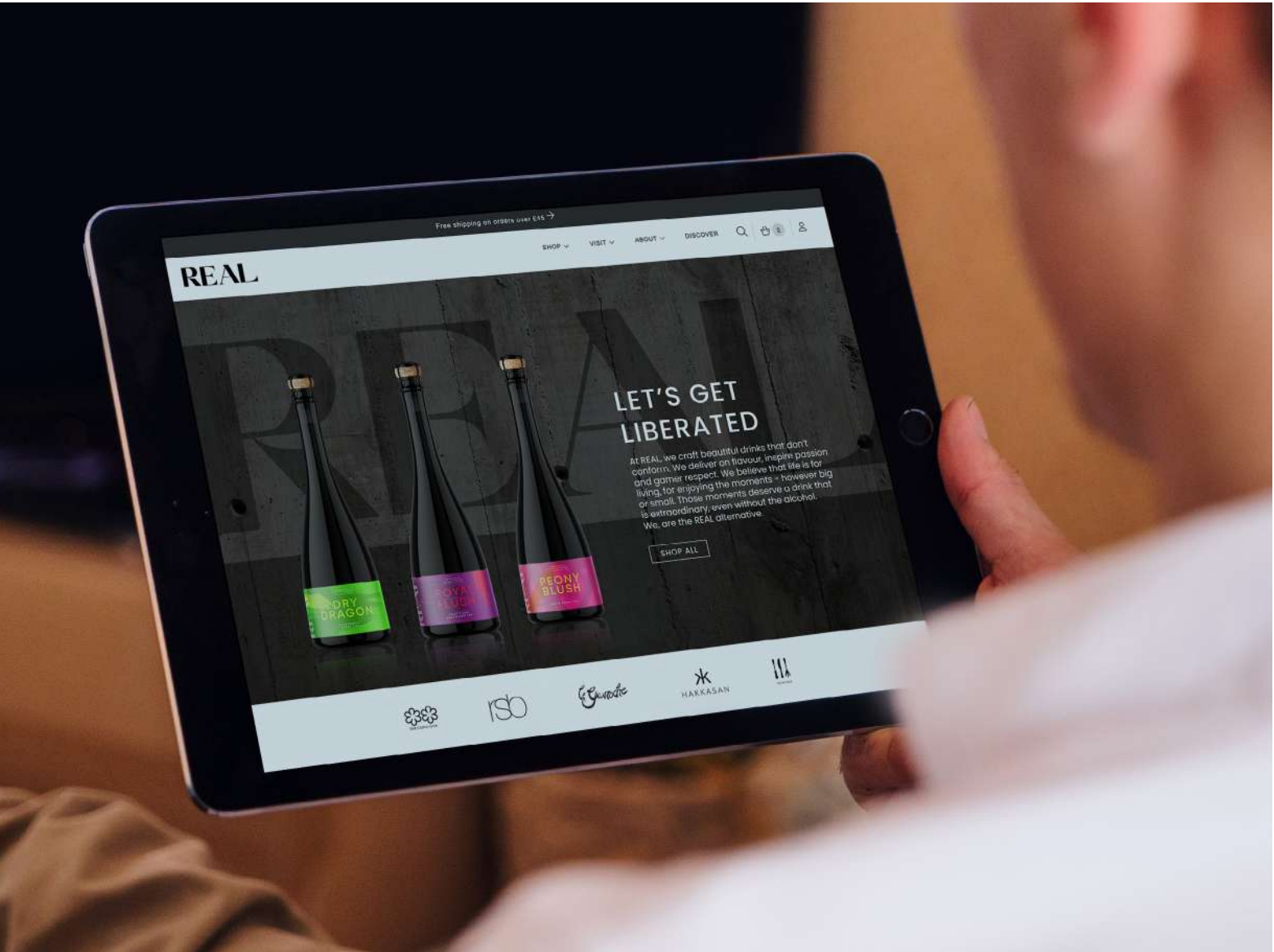
REAL

Disciplines Brand Strategy, Brand Identity,
Brand Positioning, Packaging Design,
Art Direction

A strategic brand refresh to elevate and give standout to a premium sparkling tea brand in a congested and relatively new market space.

The approach with REAL involved instilling confidence in the brand and positioning its products as refined sparkling teas, expanding their appeal through the introduction of new product variants and formats, offering consumers a wider selection. Leveraging their narrative and core beliefs, fostering a liberation movement, amplifying their story, and engaging consumers on a deeper level.











New year, new shoes.

OFFICE SHOES - GET FRESH CAMPAIGN

Disciplines Campaign Strategy, Campaign Concept, Art Direction, Visual Merchandising

OFFICE is one of the leading footwear retailers on the high street, they have 105 locations across the UK, Ireland and Germany. The ‘new year, new you’ campaign was inspired by the concept of new beginnings & fresh starts. The omnichannel campaign aimed to compliment the feelings of optimism that consumers feel at the beginning of each year.

www.office.co.uk



OFFICE SHOES

OFFICE

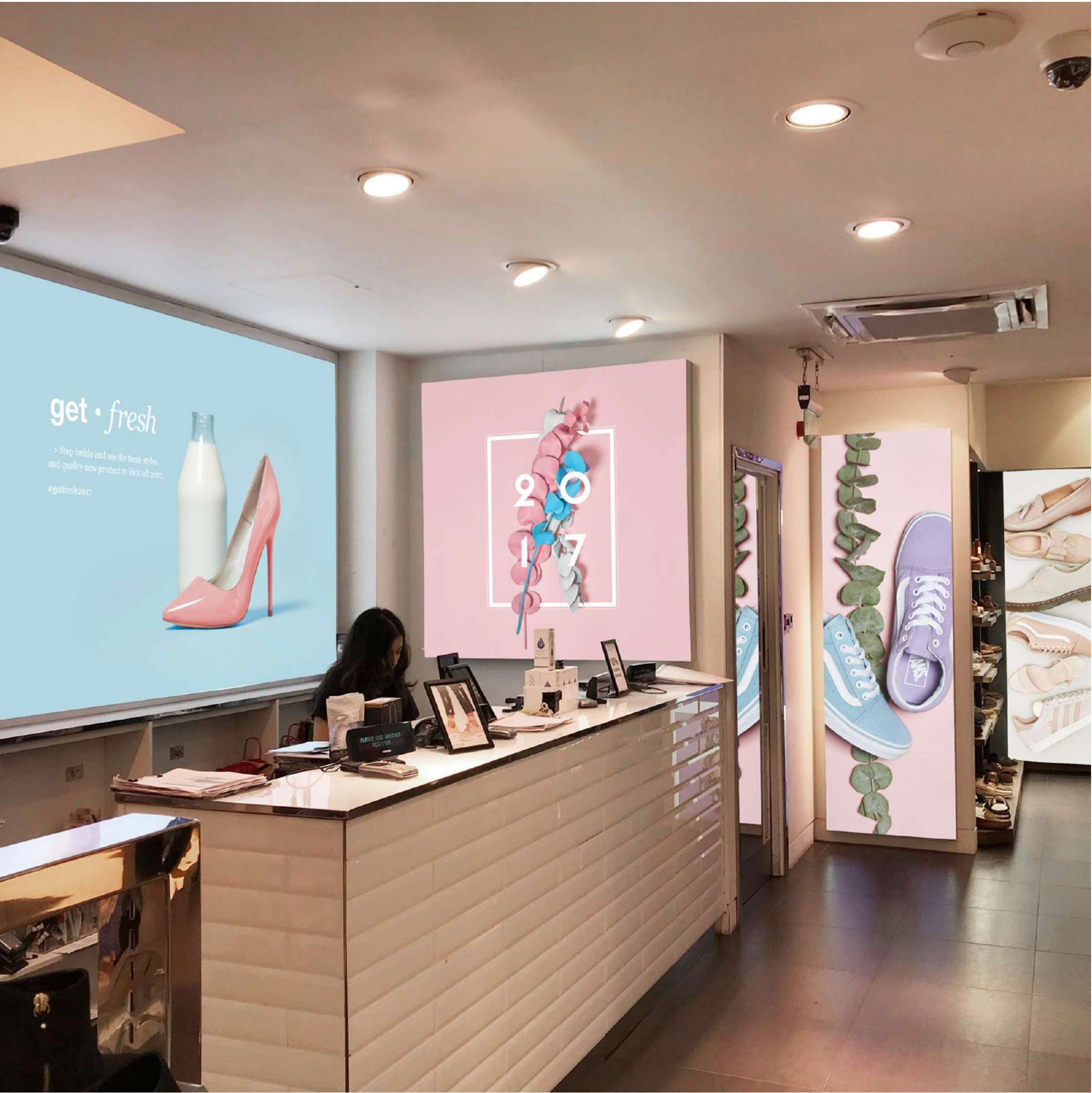
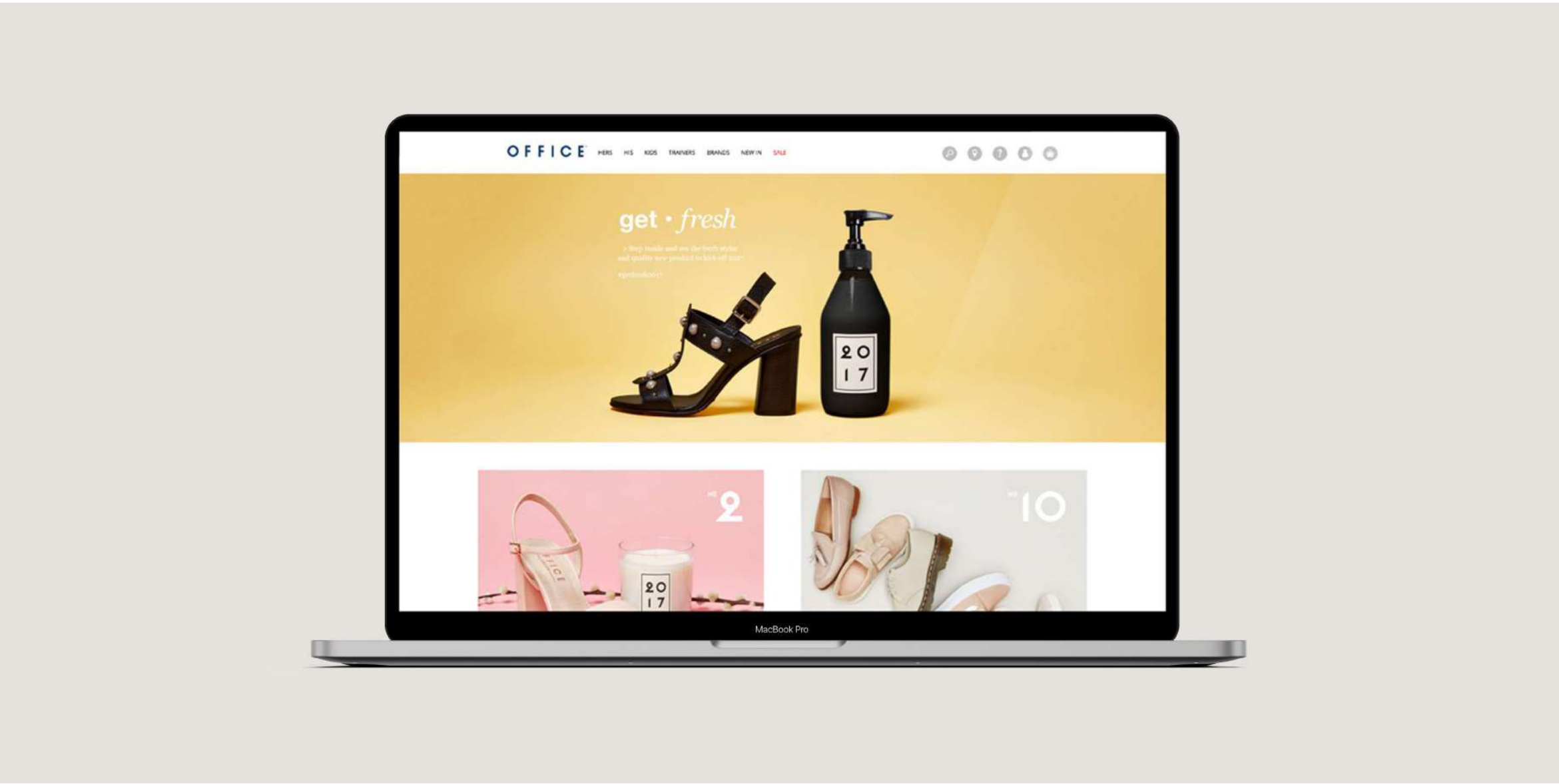
OFFICE

ALDO

38

RIVERS
E





A photograph of two women in an office environment. The woman on the left is wearing a dark blazer over a blue t-shirt, holding a white coffee cup with a brown sleeve, and making a peace sign with her right hand while cheering with her mouth wide open. The woman on the right is wearing a dark blazer, glasses, and is smiling. The background shows a white wall with some papers and a staircase on the left.

Branding that builds communities.

SPENCER FOUNDATION

Disciplines Brand Strategy, Brand Identity,
Brand Messaging, Collateral,
Art Direction, Web Design

The Spencer Foundation invest in education research that cultivates learning and transforms lives. The task was to work with Spencer to evolve their brand to better align with the beliefs and commitments of the organisation.

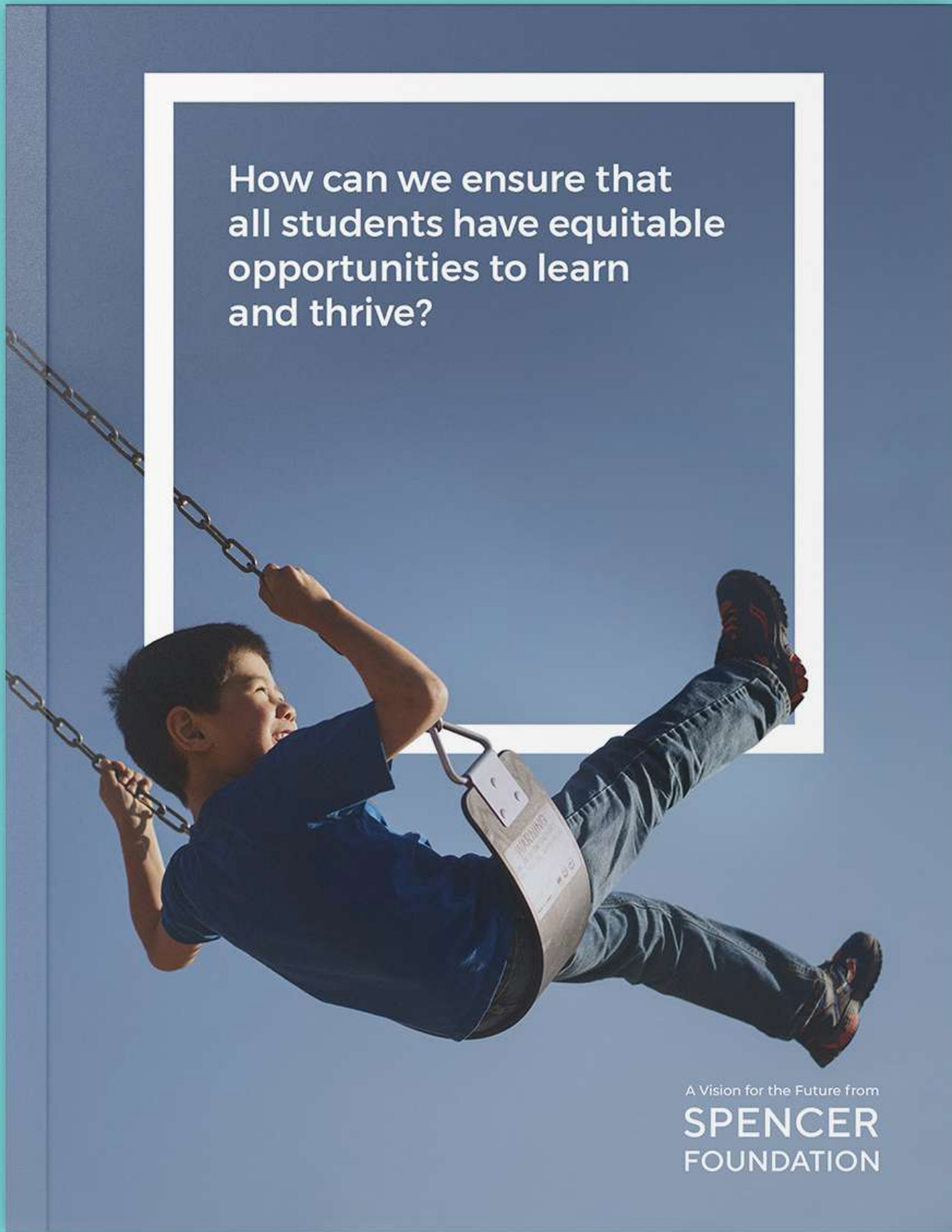
www.spencer.org



All research starts with
a fundamental question.
What are your questions?

Open and Conversational

Brand communications adopted a more conversational tone, inviting participation, and sharing learnings from the field. The visual language developed reflects this more personable approach.



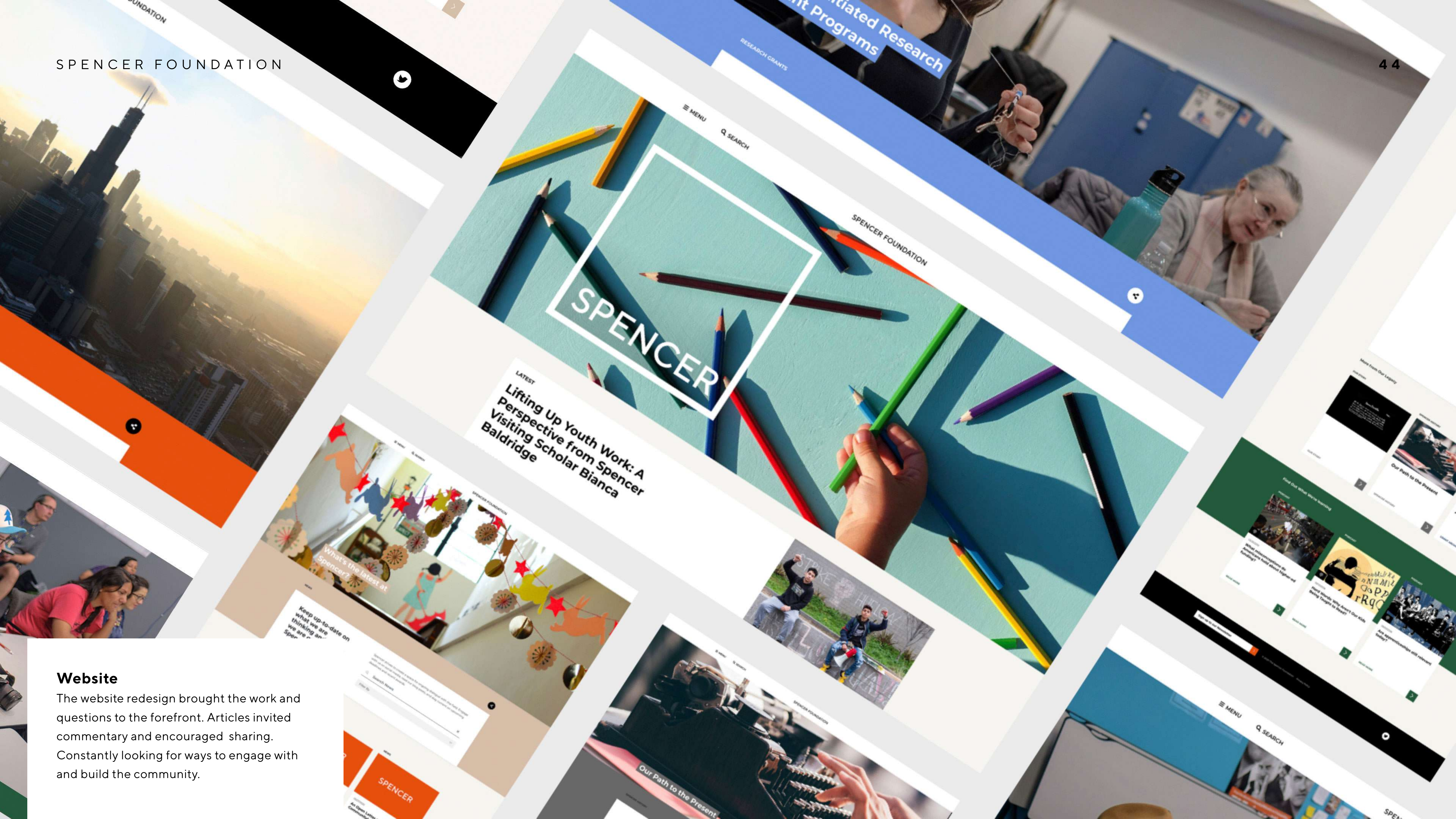
The Spencer ‘Frameset’

The Spencer frameset is a key part of their visual language, it is designed to frame and highlight key themes in communications.



Website

The website redesign brought the work and questions to the forefront. Articles invited commentary and encouraged sharing. Constantly looking for ways to engage with and build the community.





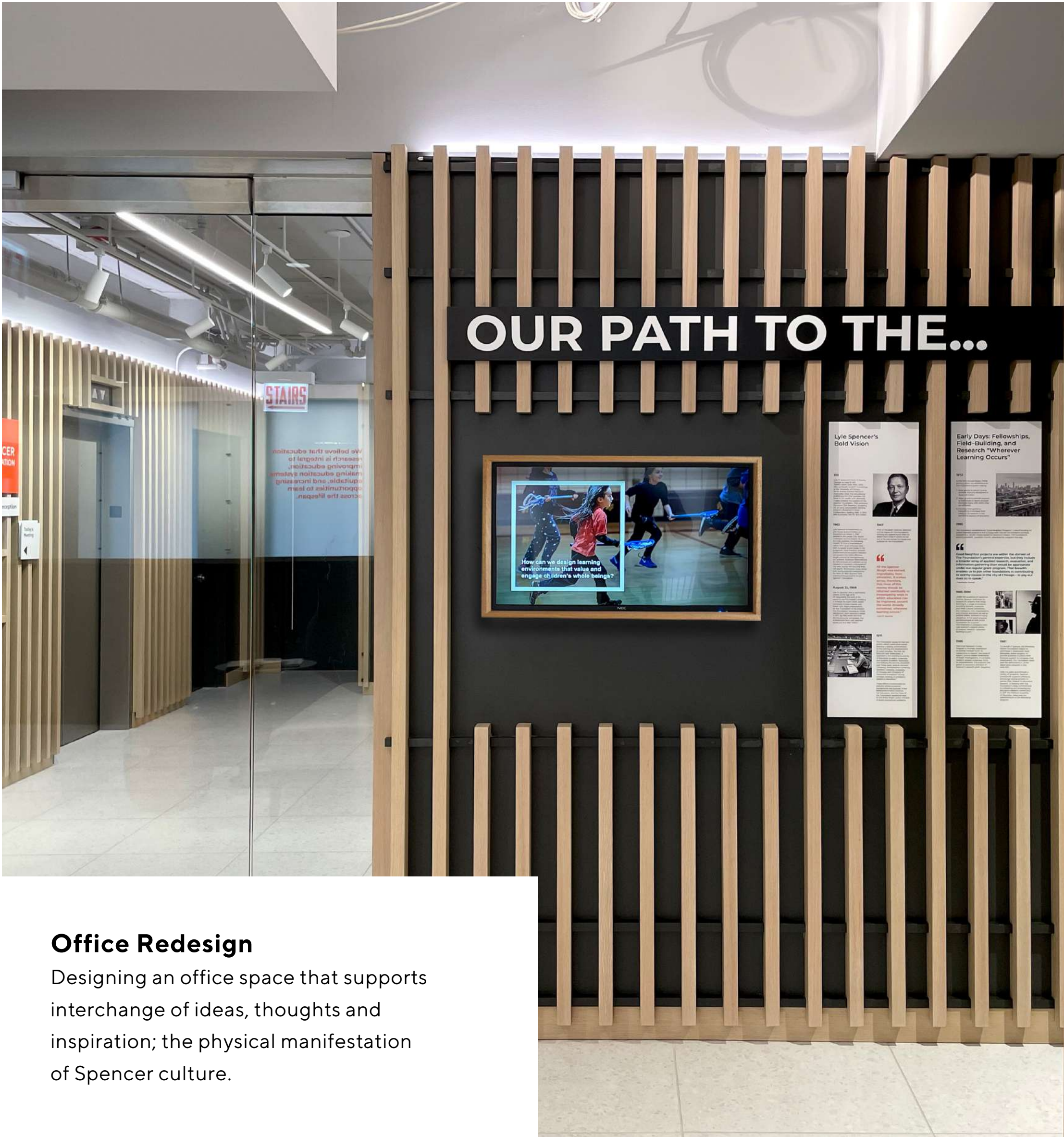
Annual Report

A short, engaging annual report that brings to life Spencer’s unique view of the education research field. Focusing on key trends and highlighting the depth of what they fund.

Principal Investigators

From 1,982 Submissions,
What Do We Know
about the People
Behind the Reports?





Office Redesign
Designing an office space that supports interchange of ideas, thoughts and inspiration; the physical manifestation of Spencer culture.

An illustration of a person with dark hair, wearing a white puffy jacket, a red scarf, red pants, and white boots. They are standing on the peak of a large, light-colored rock with a dark, irregular shape on its side. The person is holding binoculars to their eyes. The rock is situated in a body of water represented by dark blue horizontal brushstrokes. Another smaller rock is visible to the left. The background is a solid blue color.

Bringing together ideas to create a better future.

INVEST FOR GOOD

Disciplines

Editorial Design

Invest for Good is a blog created by Alexandra Court to bring together ideas, insights and people who initiate social change through various projects. To mark the first year of Invest For Good, a limited edition book was designed to showcase 42 amazing people using business to change the world.







Illustration

A series of commissioned illustrations to compliment articles and add to reader engagement.

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**Thank you for
viewing.**