

Leeanne Simpson
Senior Graphic Designer

2025

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Portfolio.

MY PROFILE

Leeanne Simpson

Senior Graphic Designer

+44 (0) 7985 587449

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leeannesimpson.com

Creative and strategic designer with 8+ years' experience building brand identities across print, digital, and interior spaces. Known for a sharp eye for detail, clear communication, and translating complex briefs into thoughtful design solutions that balance creativity with business goals.

Inspired by travel and diverse cultures, I bring curiosity and warmth to every project. I'm now seeking an opportunity to shape a brand's vision, build strong cross-functional relationships, and create lasting impact—one design at a time.

EDUCATION

Graphic Design BA (Hons)

De Montfort University

2010 - 2013

Upper Second Class (2.1)

Winner of Annual Faculty Best Student Project

BTEC Diploma Graphic Design

Saint Francis Xavier College

2008 - 2010

Triple Distinction

AS Level Media (B)

MY SKILLS

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe After Effects

Adobe Firefly

Figma

Microsoft Office 365

Keynote

Creative Thinking

Strategy

Leadership & Mentoring

Strong Communication

Time Management

Adaptability

Attention to Detail

Collaboration

Trend Awareness

About.

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 braided hair, wearing a dark blue jacket 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 broadly while holding a piece of food. On the right, another man with short hair, wearing a white t-shirt and a black watch, is also smiling and holding a piece of food. They are gathered around a wooden table with various dishes, including a large piece of roasted meat on a cutting board, a bowl of salad, and a plate of food. A bottle of 'Jerk BBQ Sauce' is visible on the table. The background features a white brick wall, a wooden shelf with potted plants, and a book titled 'BRITISH RECIPES'.

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



SWEET DEE'S JERK



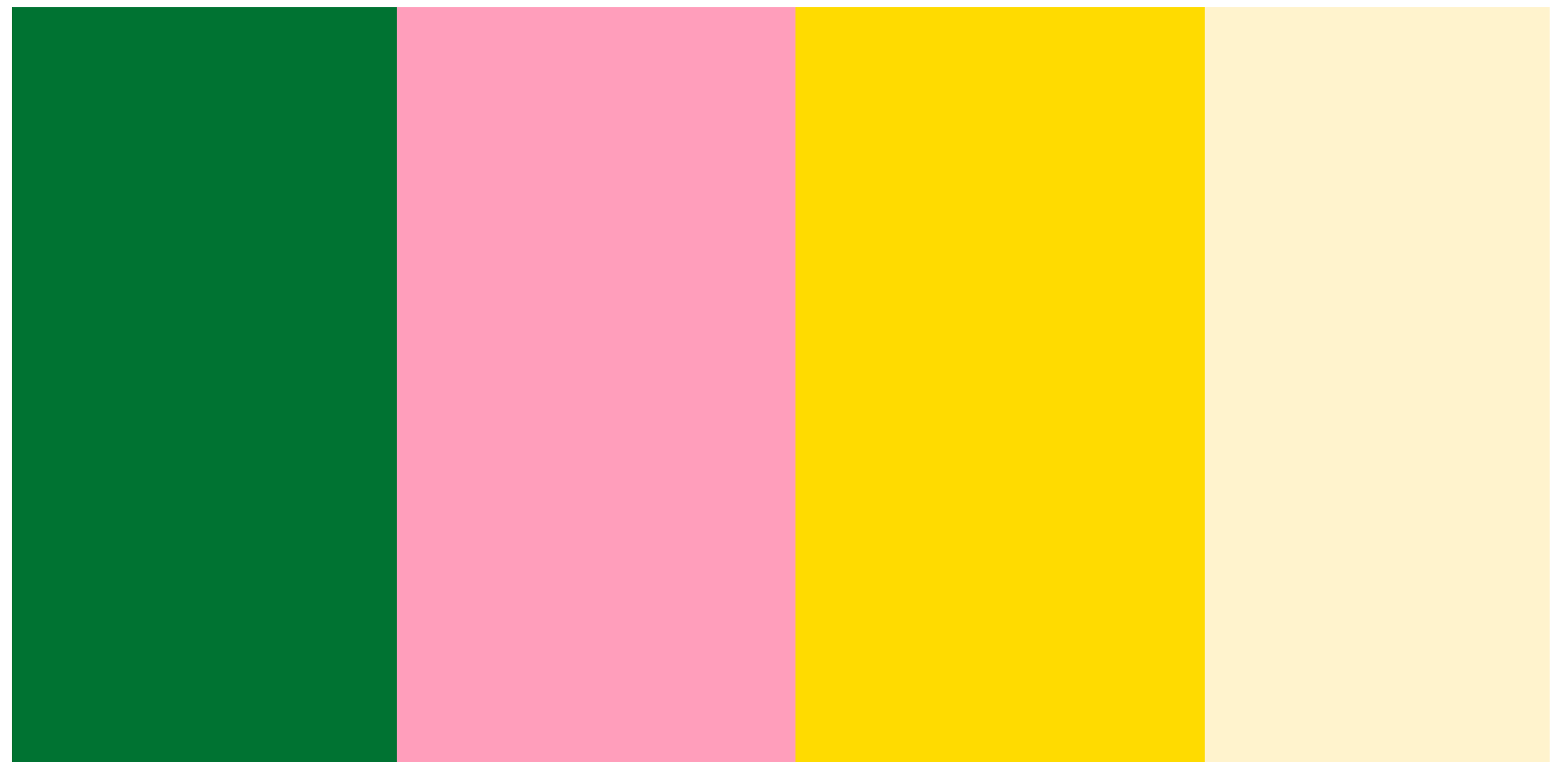
Full of Flavour

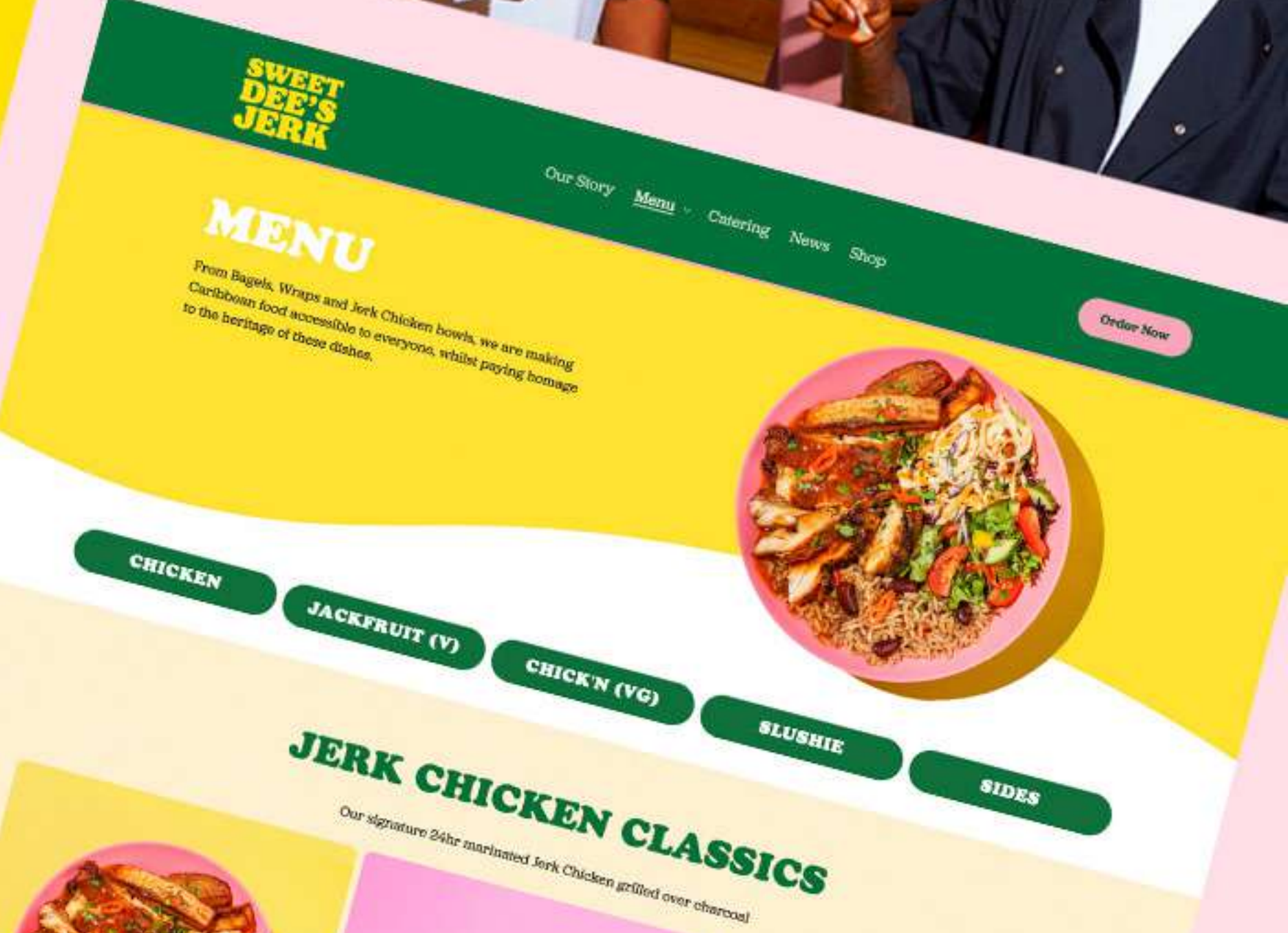
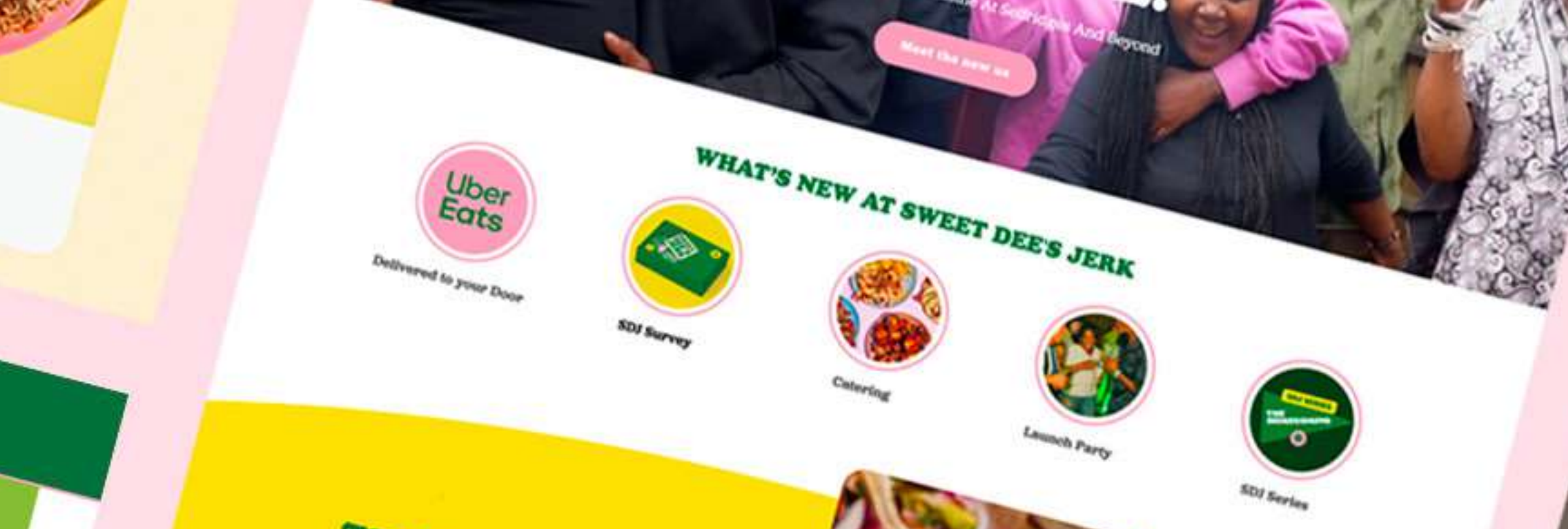
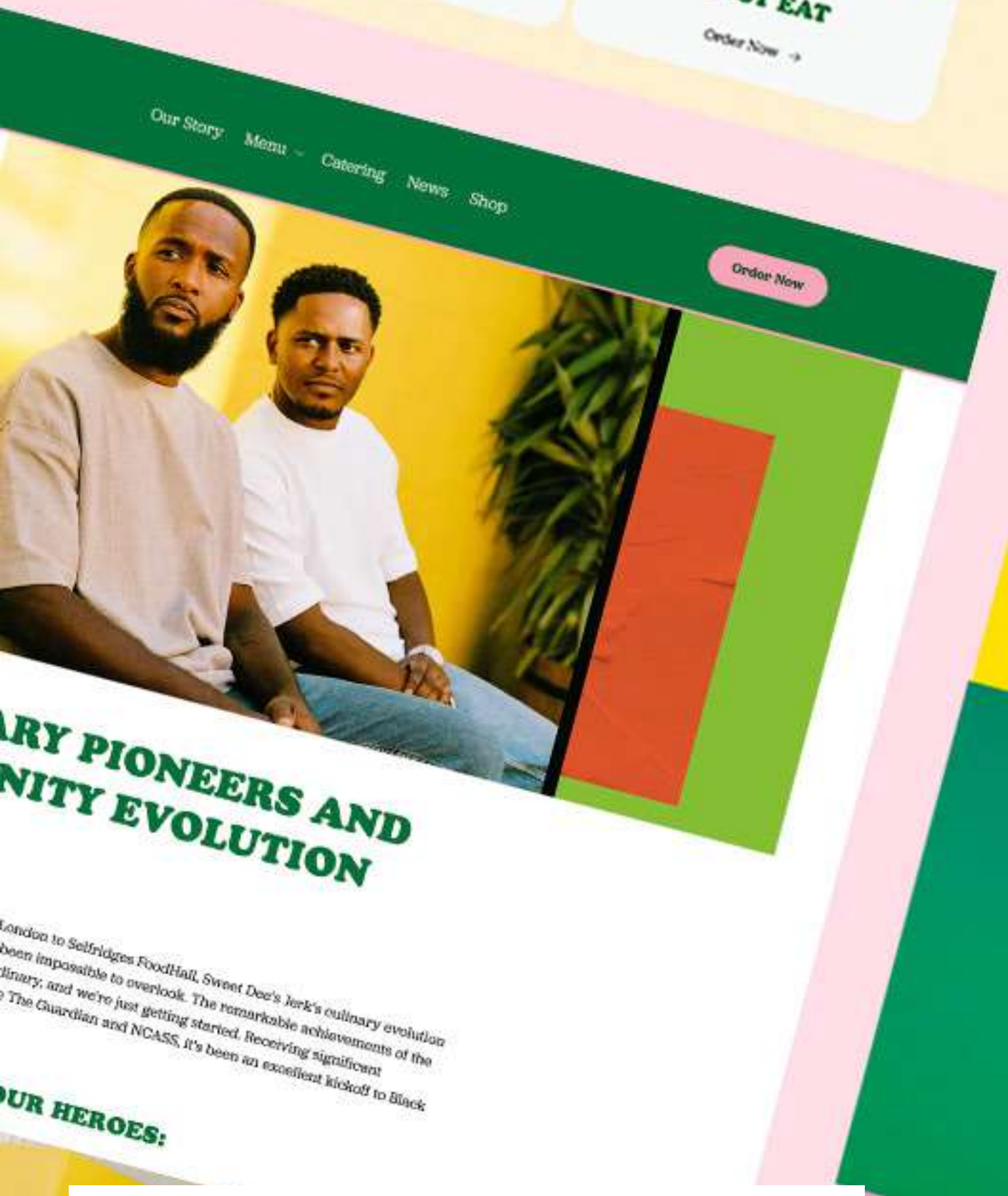
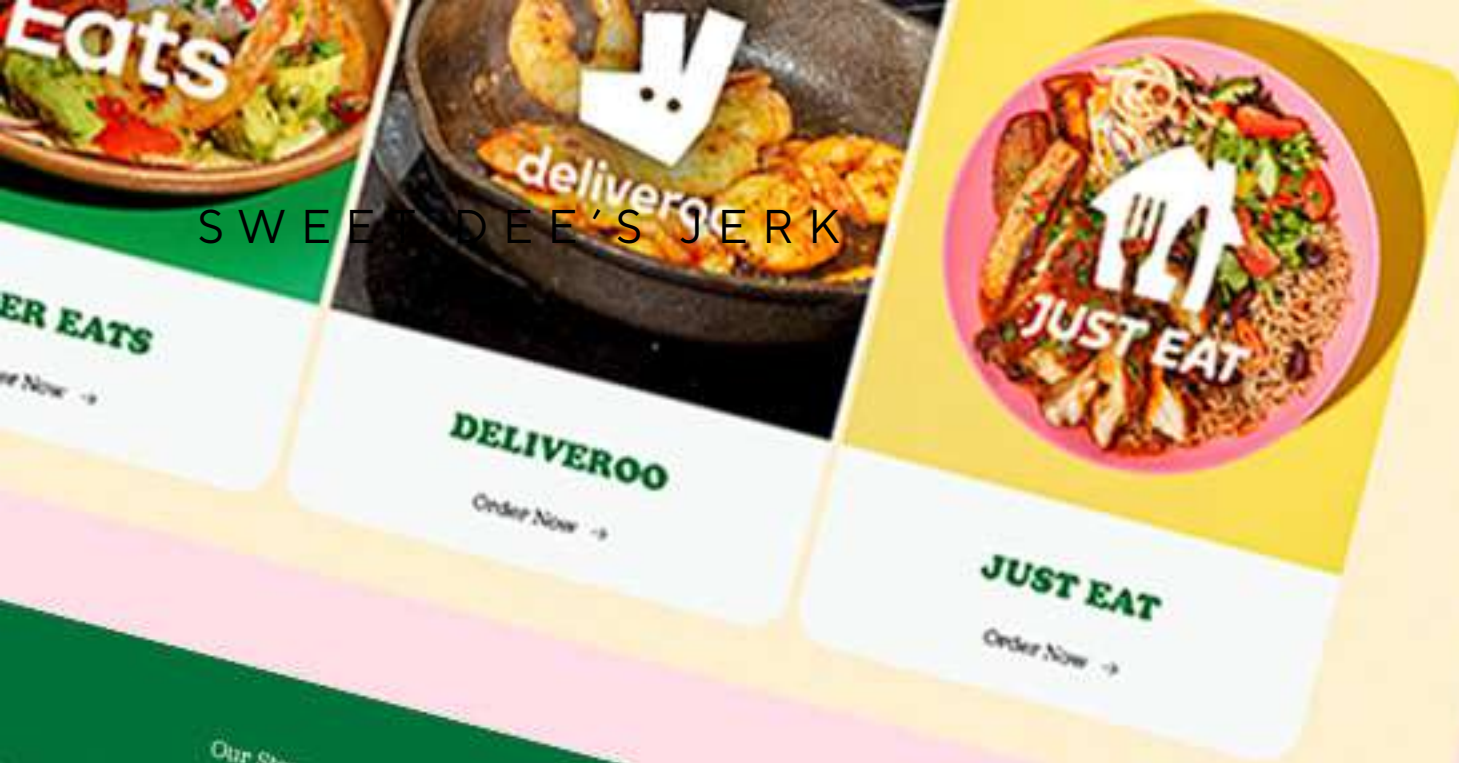
Designing a brand identity that reflects Sweet Dee's Jerk's ethos of producing the finest authentic Caribbean dishes made with the best quality ingredients. The mouth serves as a playful representation of how customers should feel after a visit to one of the locations.



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

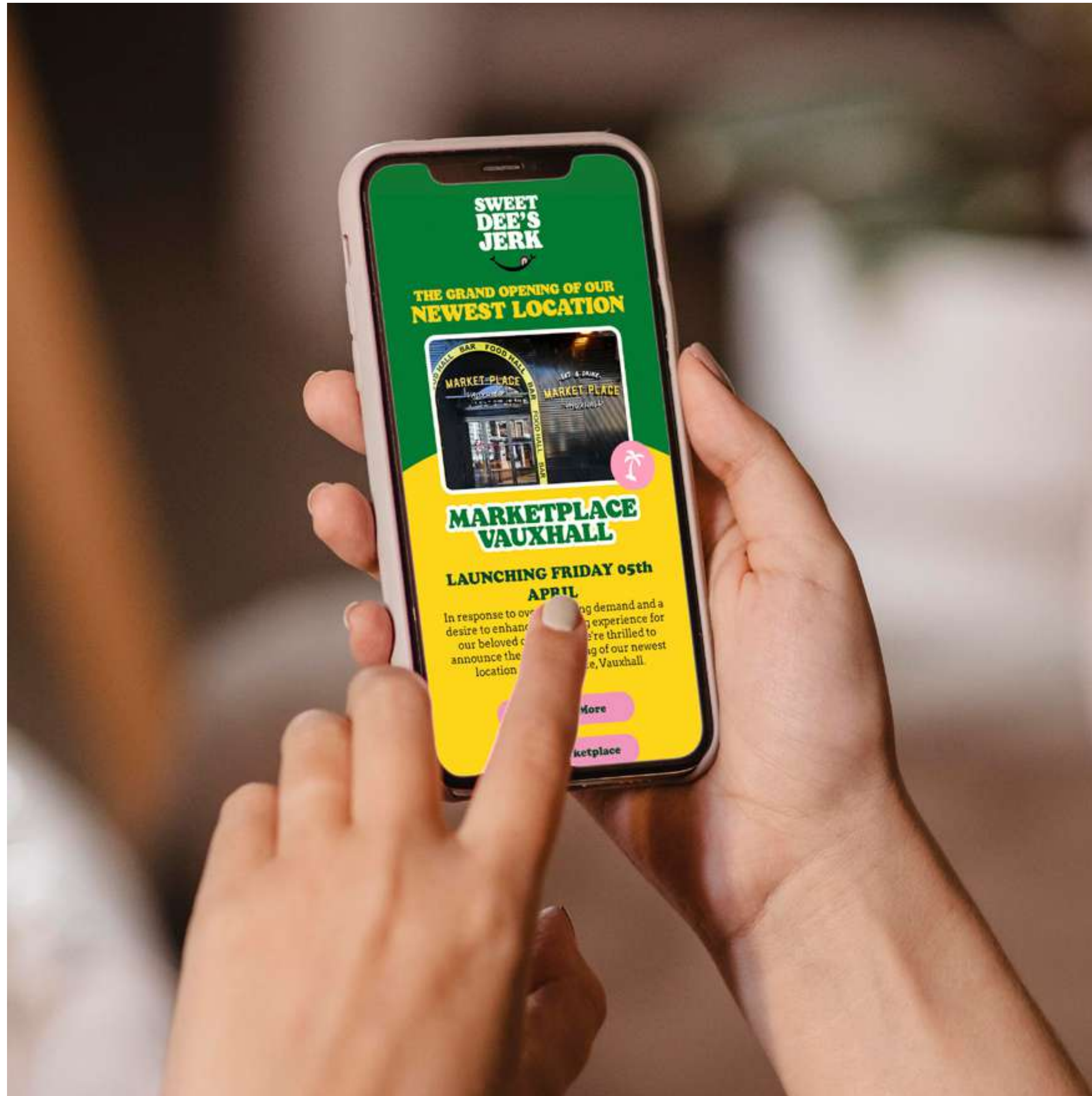
Jubilat Book





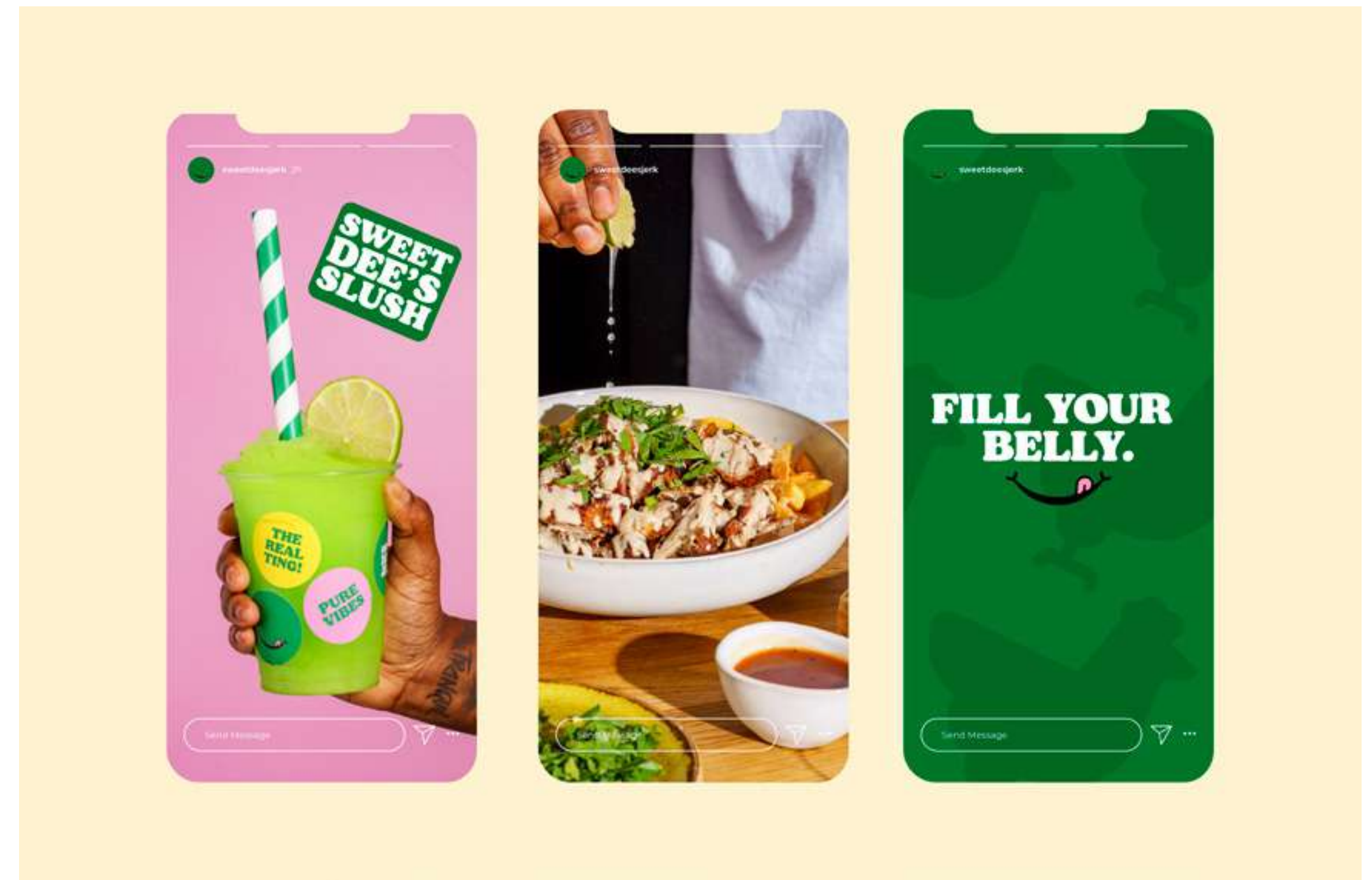
Website

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.

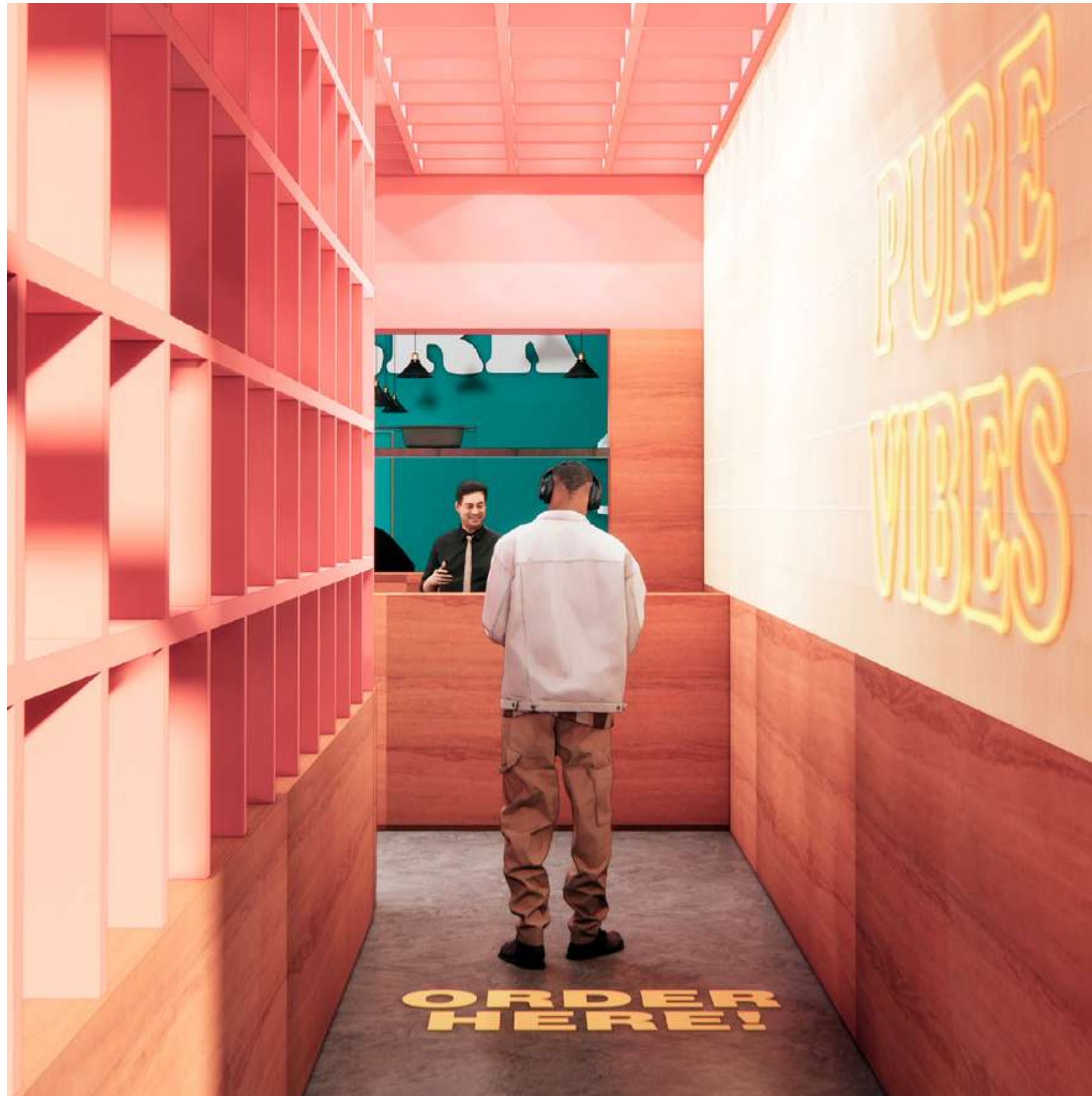


Omnichannel

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.



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.



STEAK
 \$3.95/oz
WAGYU SIRLOIN
 High marbling, with a butter-like grain, smooth texture with robust, bold umami notes.
 \$2.95/oz
RIB-EYE
 Medium to high marbling, with a tender grain, rich and fatty texture with juicy, beef forward notes.
 \$2.49/oz
NEW YORK
 Medium marbling, with a firm tight grain, pleasantly chewy texture with balanced earthy notes.
 \$5.05/oz
FILET MIGNON
 Little to no marbling, with an extremely tender grain, silky texture with mild or neutral notes.
 \$2.95/oz
AHI TUNA STEAK
 Lean and light, with a medium to mild flavor, very firm texture. We recommend this "steak" seared.

NOT STEAK
 \$5
ASIAN CUCUMBER SALAD
 watermelon radish, Ahi tuna, rice wine
 \$5
SUGAR SNAP SALAD
 Meyer lemon, mint, citrus vinaigrette
 \$5
FINGERLING POTATOES
 Salt and Vinegar
 \$5
CAULIFLOWER CAKES
 Corn, ancho chili aioli
 \$5
SWEET SKILLET
 Corn, sweet cream, mozzarella cheese
 \$5
FRENCH ONION SOUP DIP
 With Parmesan Crostini's

DESSERT
 \$5.95
CREME BRULEE CHEESECAKE
 Caramelized apple tart, vanilla ice cream

SAUCES
 \$2
PEPPERCORN
 Shallots, cream
 \$2
CHIMMICHURI
 Cilantro, parsley, garlic
 \$2
MUSHROOM
 Garlic, cream, red wine
 \$2
BERNAISE
 Shallots, tarragon

DRINKS
 \$5
SEASONAL LEMONADE
 Mint Strawberry, Blood Orange, Blueberry
 \$5/OTTIE
CRAFT BEERS
 Rotating Selection
 \$5/glass
LOCAL WINES
 Rotating Selection

STEAKOLOGY
 MODERN CHOPHOUSE





POUND
FOR
POUND
THE BEST
STEAK
IN TOWN



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.

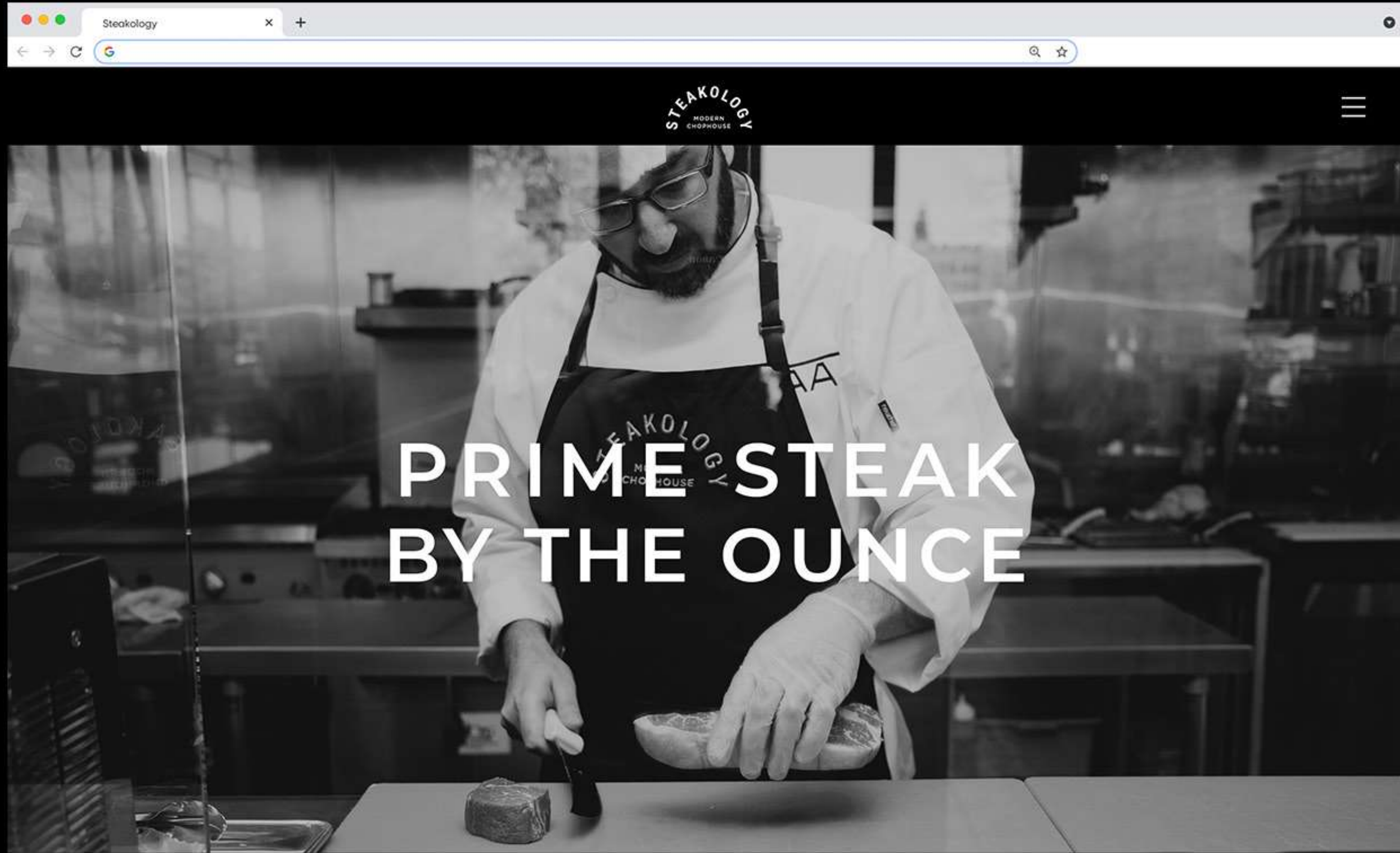




Steak 101

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.



Sunshine in a glass.



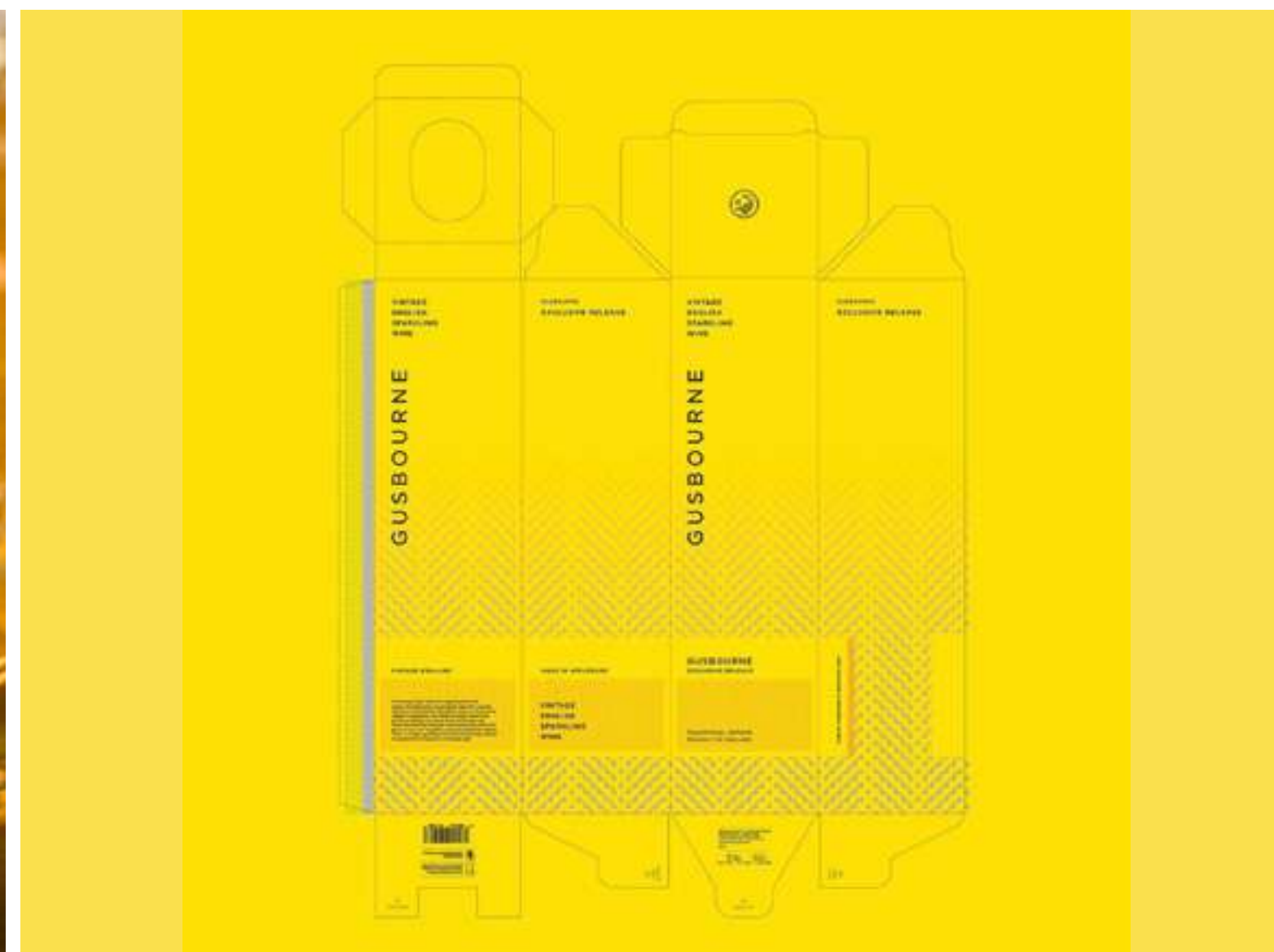
GUSBOURNE EXCLUSIVE RELEASE

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  



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"



A photograph of two women in a professional setting. The woman on the left is wearing a dark blazer over a blue t-shirt, holding a coffee cup, and making a peace sign with her right hand while shouting joyfully. The woman on the right is wearing a dark blazer and glasses, smiling and looking towards the first woman. The background is a white wall with a whiteboard.

Branding that builds communities.

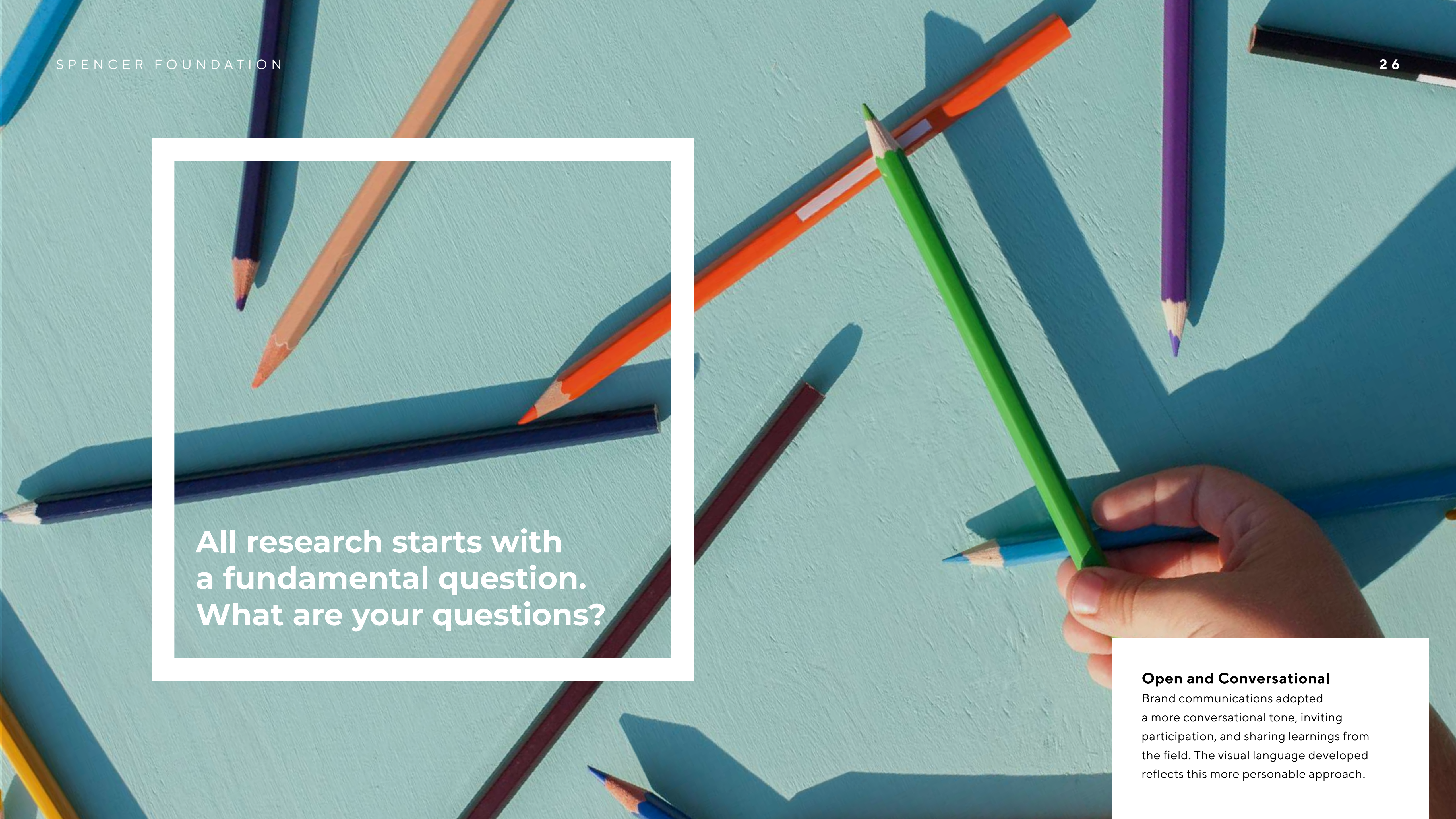
SPENCER FOUNDATION

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

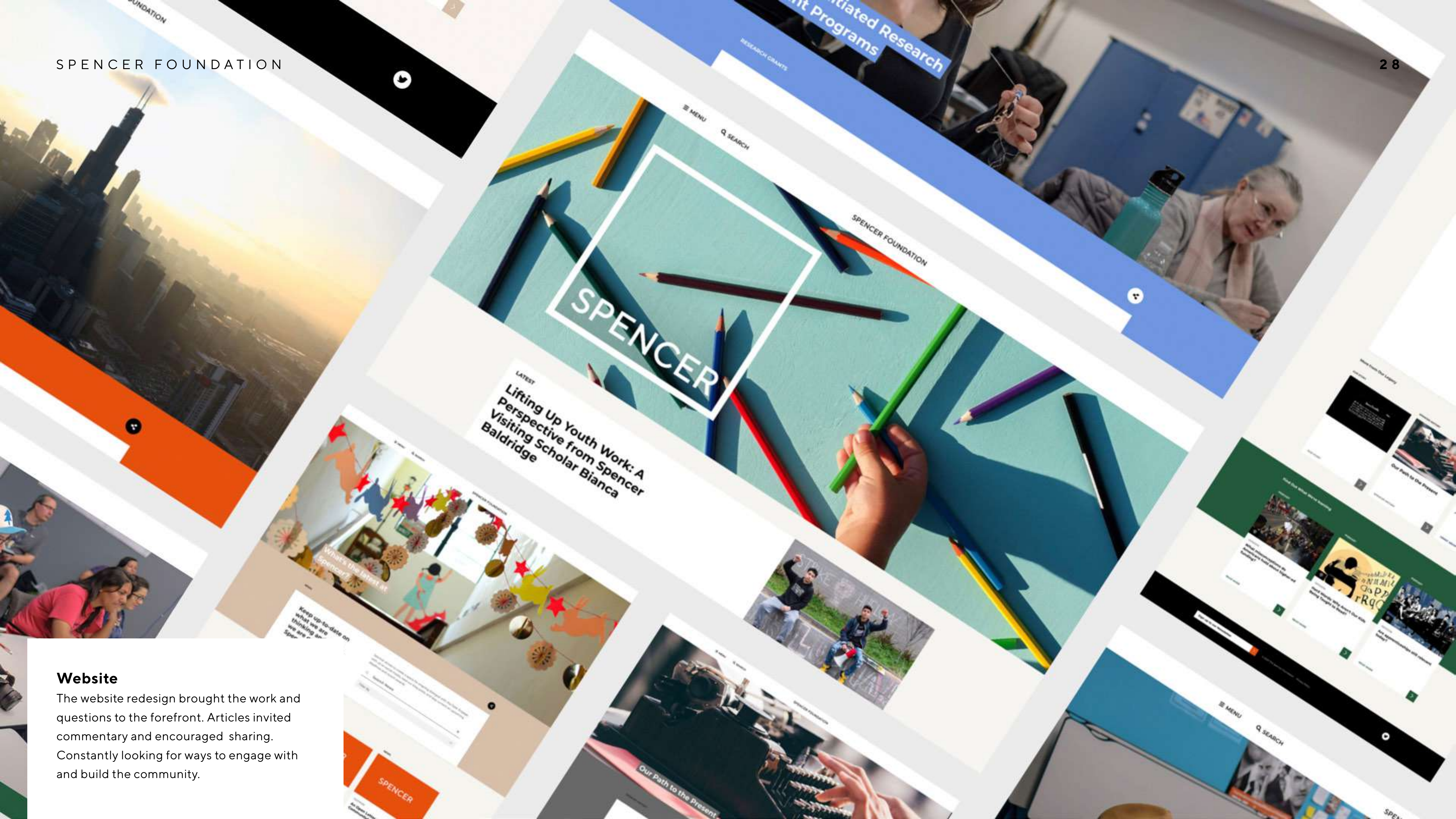
Brand communications adopted a more conversational tone, inviting participation, and sharing learnings from the field. The visual language developed reflects this more personable approach.



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.



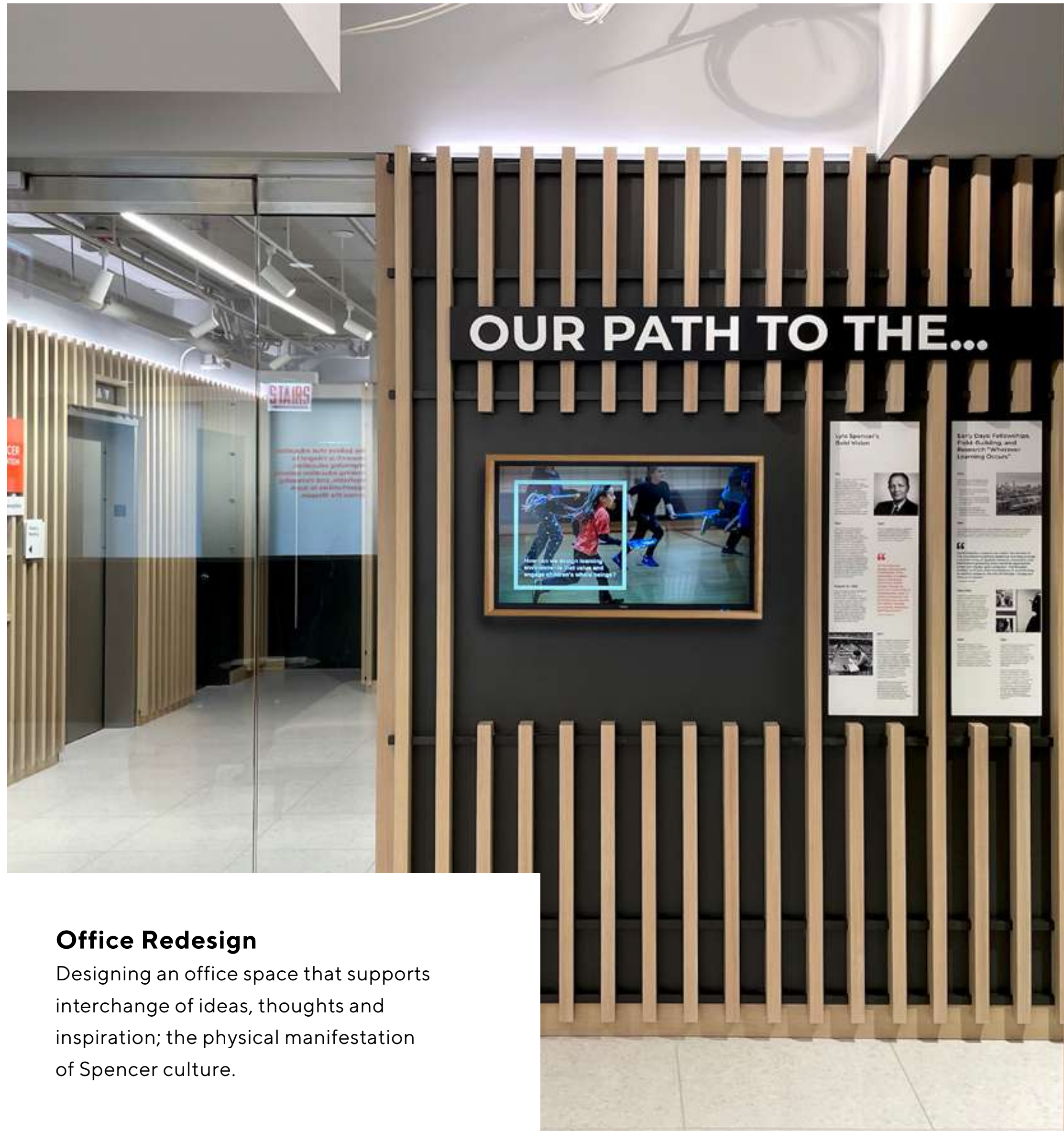
Annual Report

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.

A close-up photograph of a wine bottle cork, partially encased in a metal cage. The cork is light brown and textured. The metal cage is dark and has a circular logo on its top surface. The logo depicts two hands holding a small object, with a single drop of liquid falling from it. The background is dark and out of focus.

A new and liberating choice.

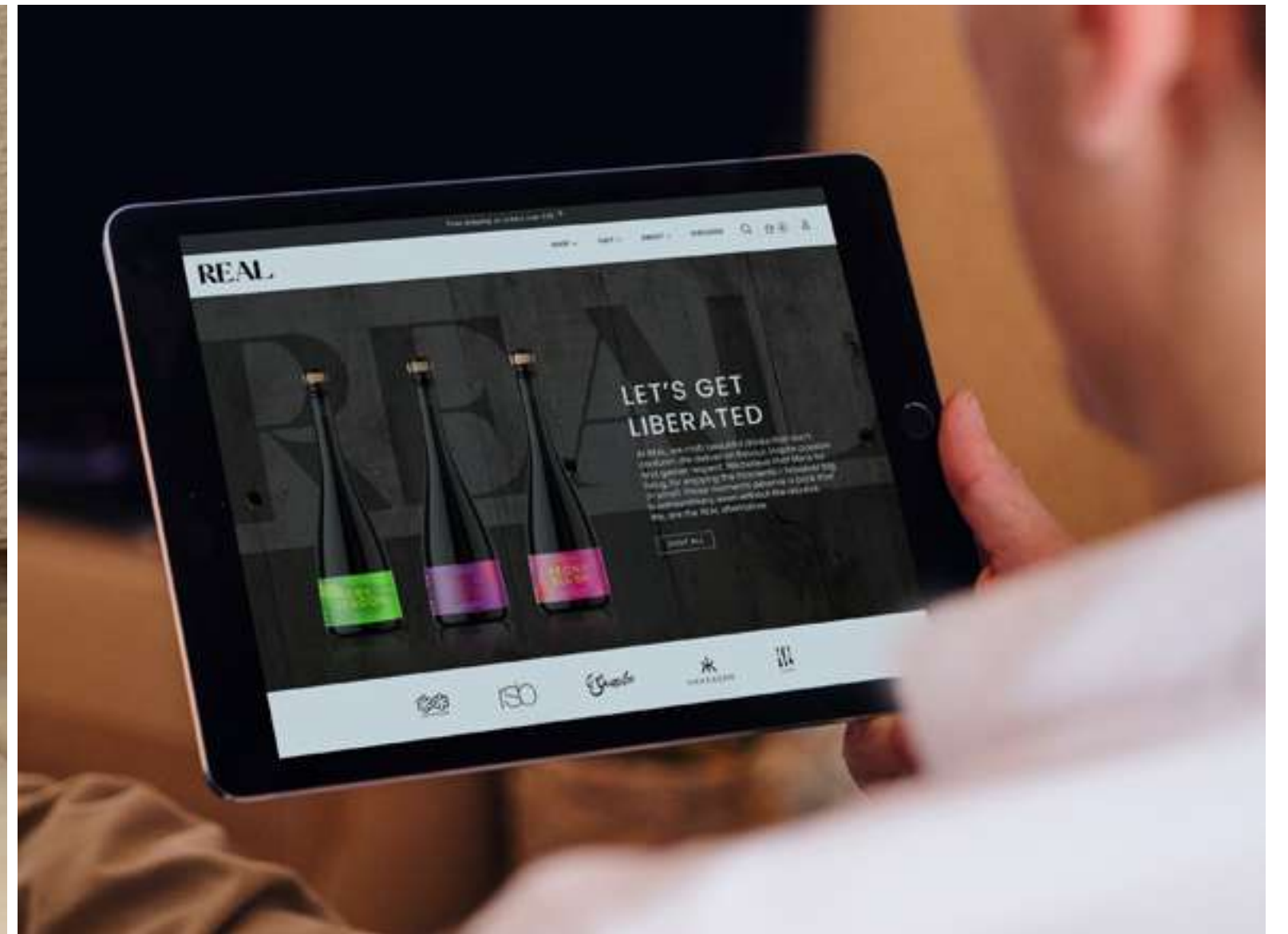
REAL

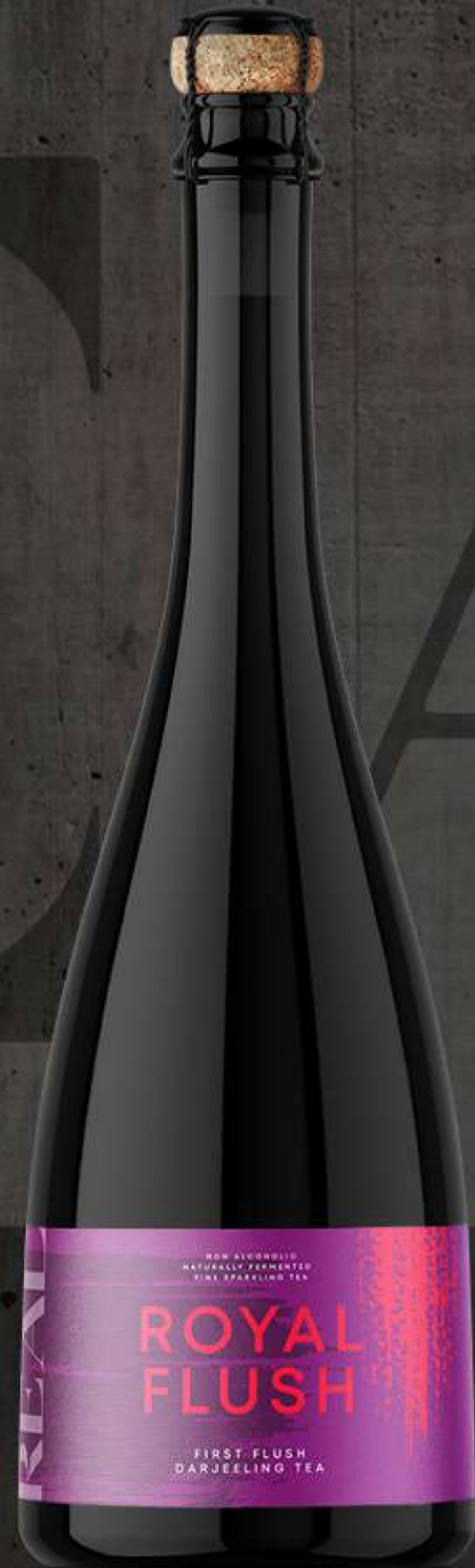
Disciplines Brand Strategy, Brand Identity,
Brand Positioning, Packaging Design,
Art Direction

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

new • year
new • you
new • shoes

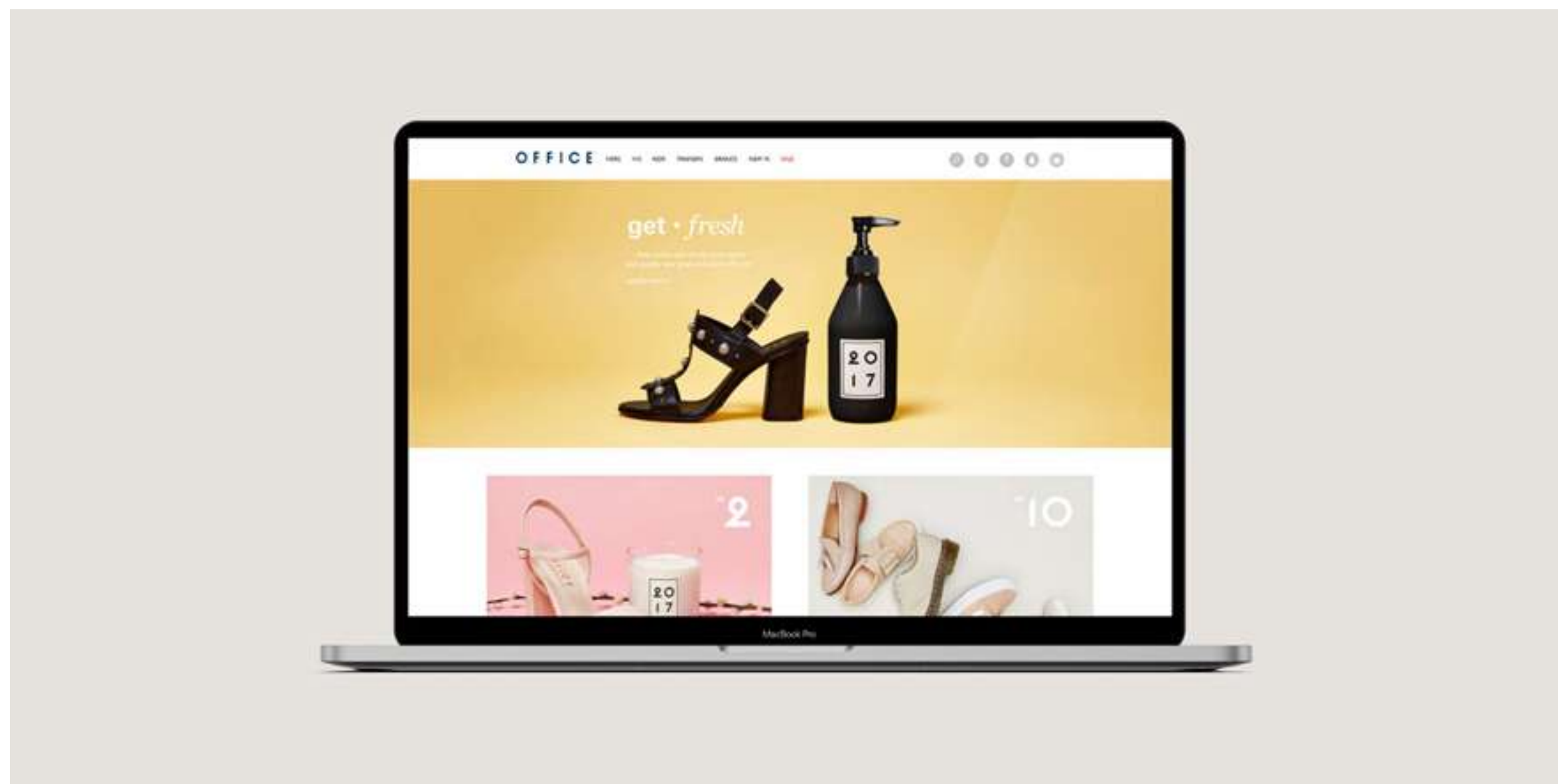
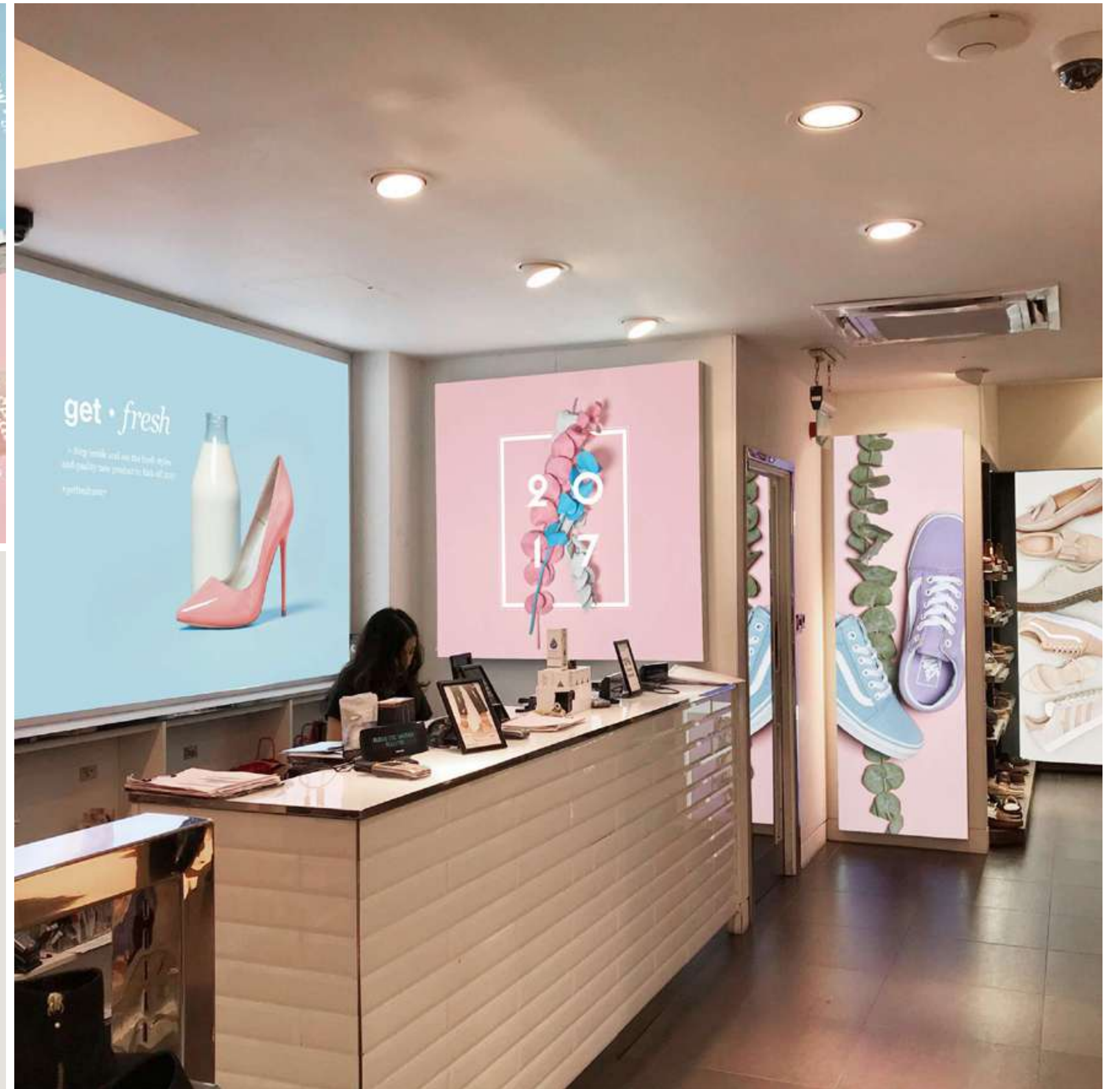


OFFICE

OFFICE

ALDO





An illustration on a blue background. A person with dark hair, wearing a white puffer jacket, red pants, and white boots, stands on the peak of a large, white, textured rock. The person is holding binoculars to their eyes. The rock has a dark, shadowed area at its top and a dark, irregular shape on its side. In the foreground, there are two smaller, similar white rock formations on dark, shadowed bases. The overall style is flat and illustrative.

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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2025

**Thank you for
viewing.**