

Leeanne Simpson

Graphic Designer

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2024

Portfolio.

About.

MY PROFILE

Leeanne Simpson

Senior Graphic Designer

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leeannesimpson.com

An accomplished Senior Graphic Designer with over a decade of expertise in branding, print, and digital design, specialising in crafting compelling visual identities. Skilled in blending creativity with strategic thinking, utilising the latest creative software to bring concepts to life. Known for professionalism, a meticulous attention to detail and an ability to deliver, to high standards, in fast-paced ambiguous environments.

Outside work, an avid traveler, drawing inspiration from diverse cultures. Passionate about mentoring emerging designers, as I believe it's crucial to provide support within the design community. Currently seeking opportunities to to define and expand strategic vision, build strong cross functional relationships and deliver enduring value to businesses.

EDUCATION

Graphic Design BA (Hons)

De Montfort University

2010 - 2013

Upper Second Class (2.1)

Winner of Annual Faculty Best Student Project

MY SKILLS

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Time Management

Problem Solving

Adobe XD

Adobe After Effects

Microsoft Word

Figma

Team Player

Microsoft PowerPoint

Microsoft Excel

Keynote

Self-motivated

Adaptability

EXPERIENCE

Sweet Dee's Jerk

London, United Kingdom
Senior Graphic Designer
2023

- Full brand identity design.
- Develop and implement a comprehensive creative strategy aligned with the company's goals and objectives.
- Lead brainstorming sessions to generate innovative ideas for marketing campaigns, branding initiatives, product development, and bricks and mortar development concepts.
- Oversee the creation of visual and written content across various platforms, ensuring consistency in messaging and branding.
- Lead bricks and mortar development projects, working alongside architects and real estate teams to conceptualize and execute innovative designs.
- Design packaging for the retail range rollout in Sainsbury's, ensuring it aligns with brand guidelines and appeals to the target demographic.
- Provide guidance and feedback to creative team members to foster their professional growth and ensure high-quality output.
- Stay updated on industry trends and emerging technologies to incorporate new ideas and techniques into creative projects.
- Manage the creative budget effectively, allocating resources appropriately to maximize ROI.
- Review and approve creative materials to ensure they meet brand standards and resonate with the target audience.
- Monitor the performance of creative campaigns and initiatives, analyzing data to make data-driven decisions for optimization.

Wondersphere

London, United Kingdom
Graphic Designer
2018 - 2023

- Working collaboratively in a multi-disciplinary team to create unforgettable and enriching brand stories designed to add long-term brand value.
- Planning, briefing, and art directing photoshoots for new products and campaigns.
- Developing clear brand guidelines that indicate the visual direction for brand communications and campaigns.
- Developing the brand identity as well as designing the restaurant interiors and the experience of Steakology located in Topanga Hills, LA.
- Designing the luxury packaging for Gusbourne Exclusive Release 2016, available only at selected Waitrose stores across the UK.
- Working with The Spencer Foundation on a retained basis to implement and bring the brand to life across all communication channels.
- Designing layouts and wireframes for responsive websites.
- Working closely with web developers to ensure the successful launch of two responsive websites for the University of Chicago.

Office Shoes London

London, United Kingdom
Graphic Designer
2015 - 2018

- Collaborated with the Head of Content and digital team to develop unified seasonal campaigns across various consumer platforms.
- Assisted the PR Team by crafting seasonal lookbooks, designing press day invitations, and producing communication materials; managed design elements for secondary brands under OFFICE Shoes, such as Offspring, Ask the Missus, Oki Kutsu, and Office Ladies.

Prophet

London, United Kingdom
Design Intern
2015

- 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.



Turning the traditional Steakhouse on its head.

STEAKOLOGY

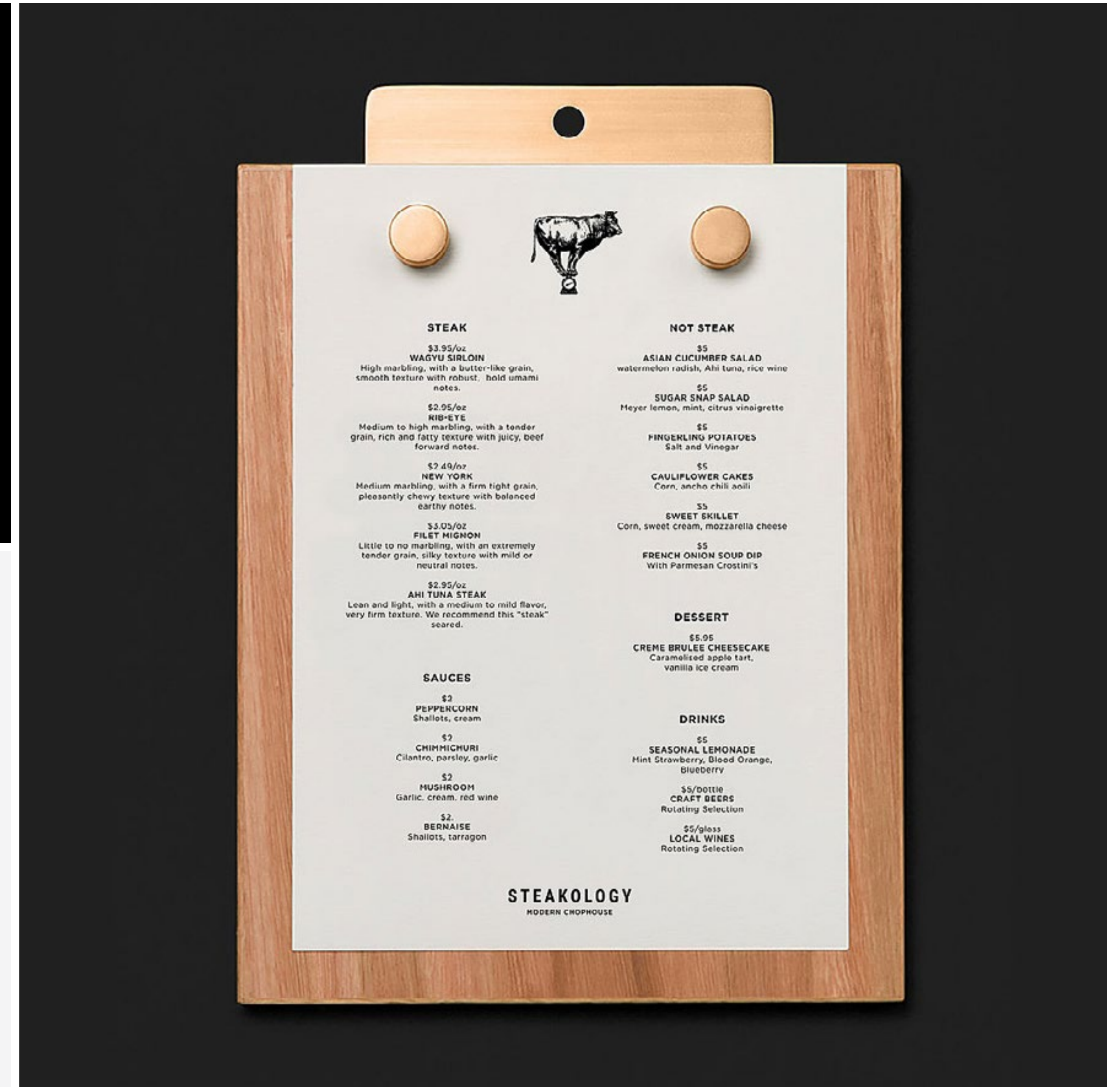
Disciplines Brand Identity, Brand Messaging,
Interior Design, Art Direction, Web Design,
Collateral

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









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.

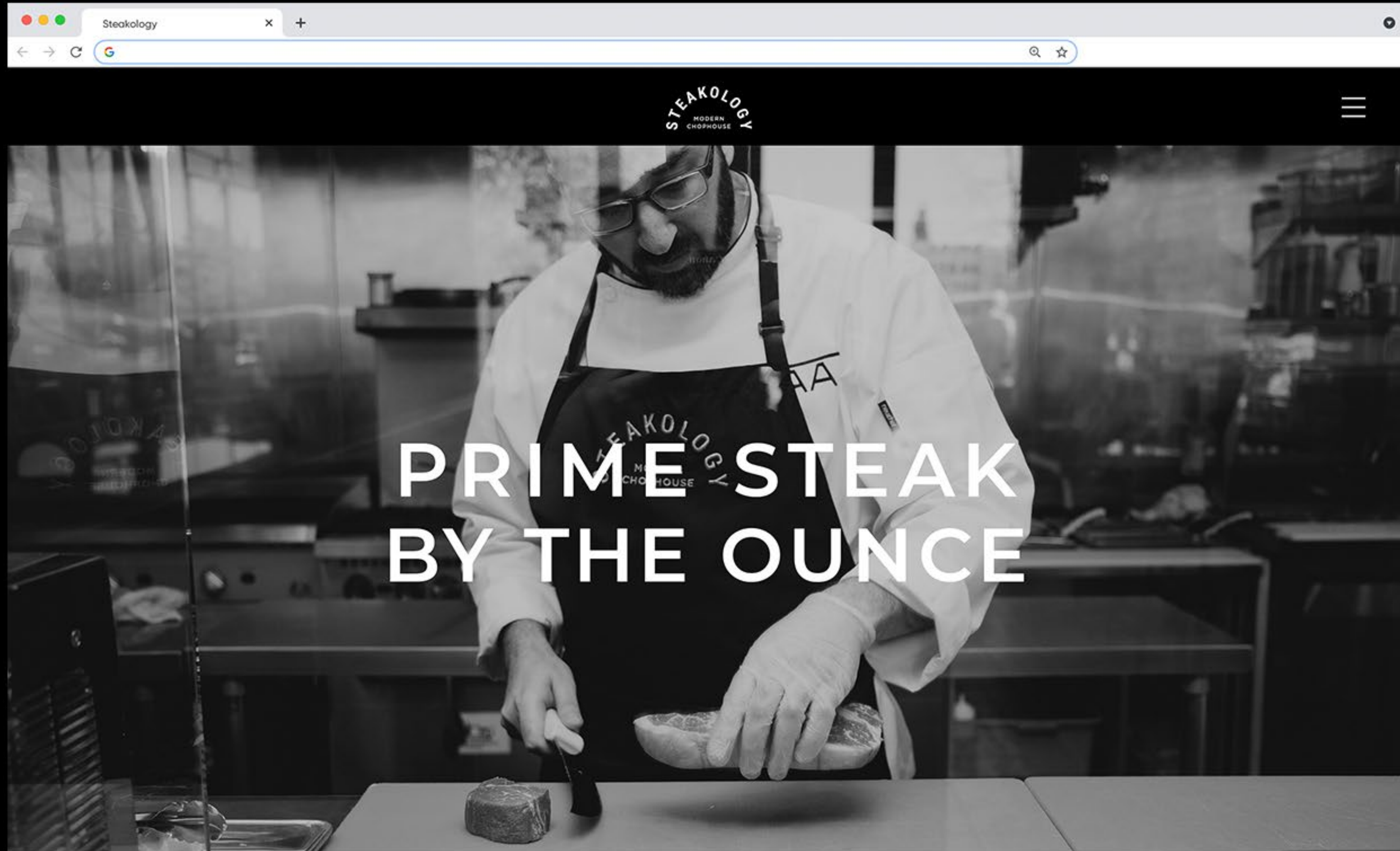
Interiors were deliberately made bright and vibrant whilst retaining traditional elements such as chesterfield button back cushions as a nod to the past.





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.



Sunshine in a glass.

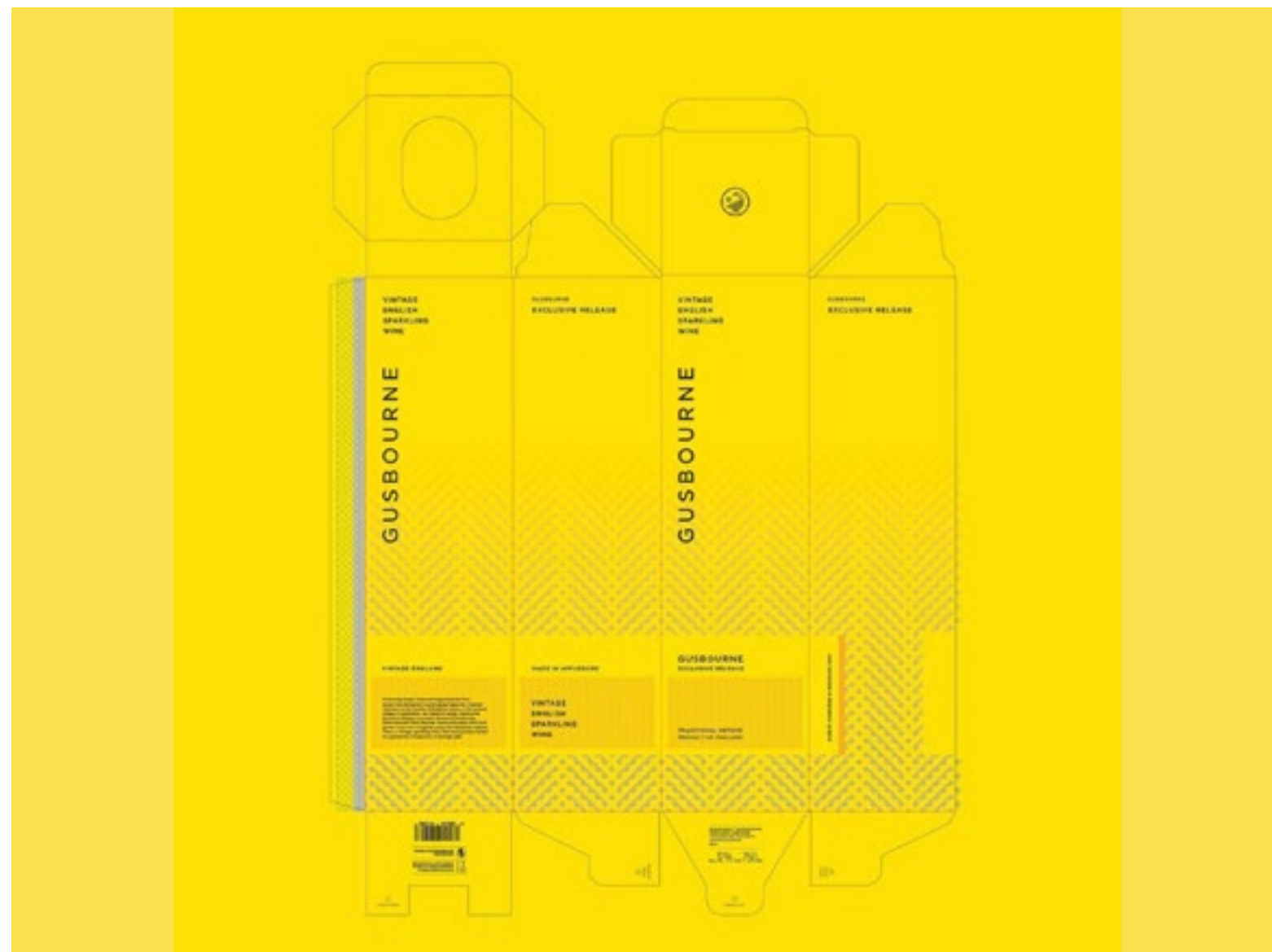


GUSBOURNE EXCLUSIVE RELEASE

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.





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 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. She has a wide, joyful expression. The woman on the right is wearing a dark blazer and glasses, smiling and looking towards the first woman. The background is a bright, modern office space with white walls and a whiteboard.

Branding that builds communities.

SPENCER FOUNDATION

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

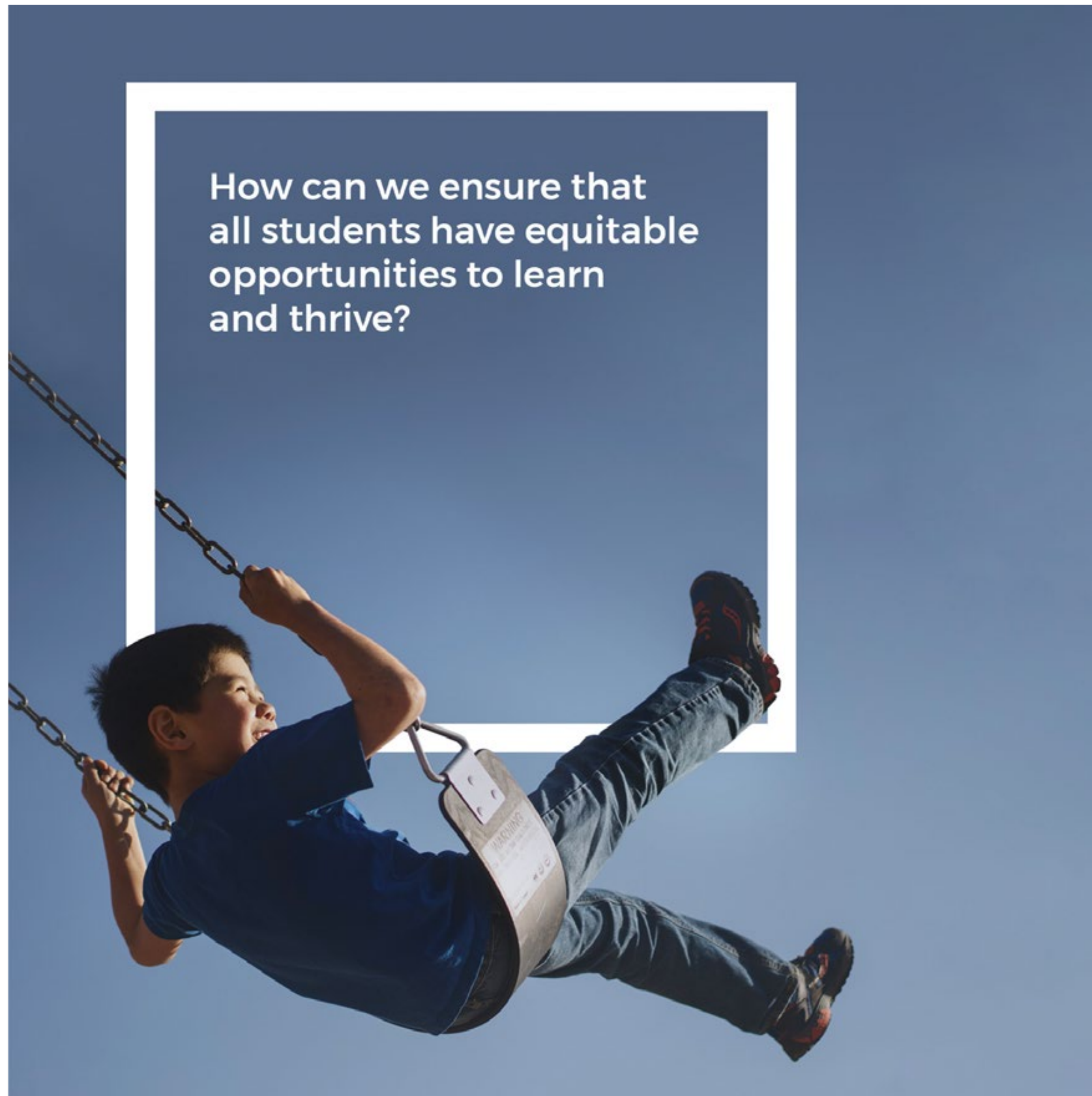
The Spencer Foundation invest in education research that cultivates learning and transforms lives. The task was to work with Spencer to evolve their brand to better align with the beliefs and commitments of the organisation.

www.spencer.org



A hand is shown holding a green pencil, positioned as if about to write on a light blue surface. Several other colored pencils (orange, purple, blue, brown) are scattered around. The scene is brightly lit, casting distinct shadows.

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



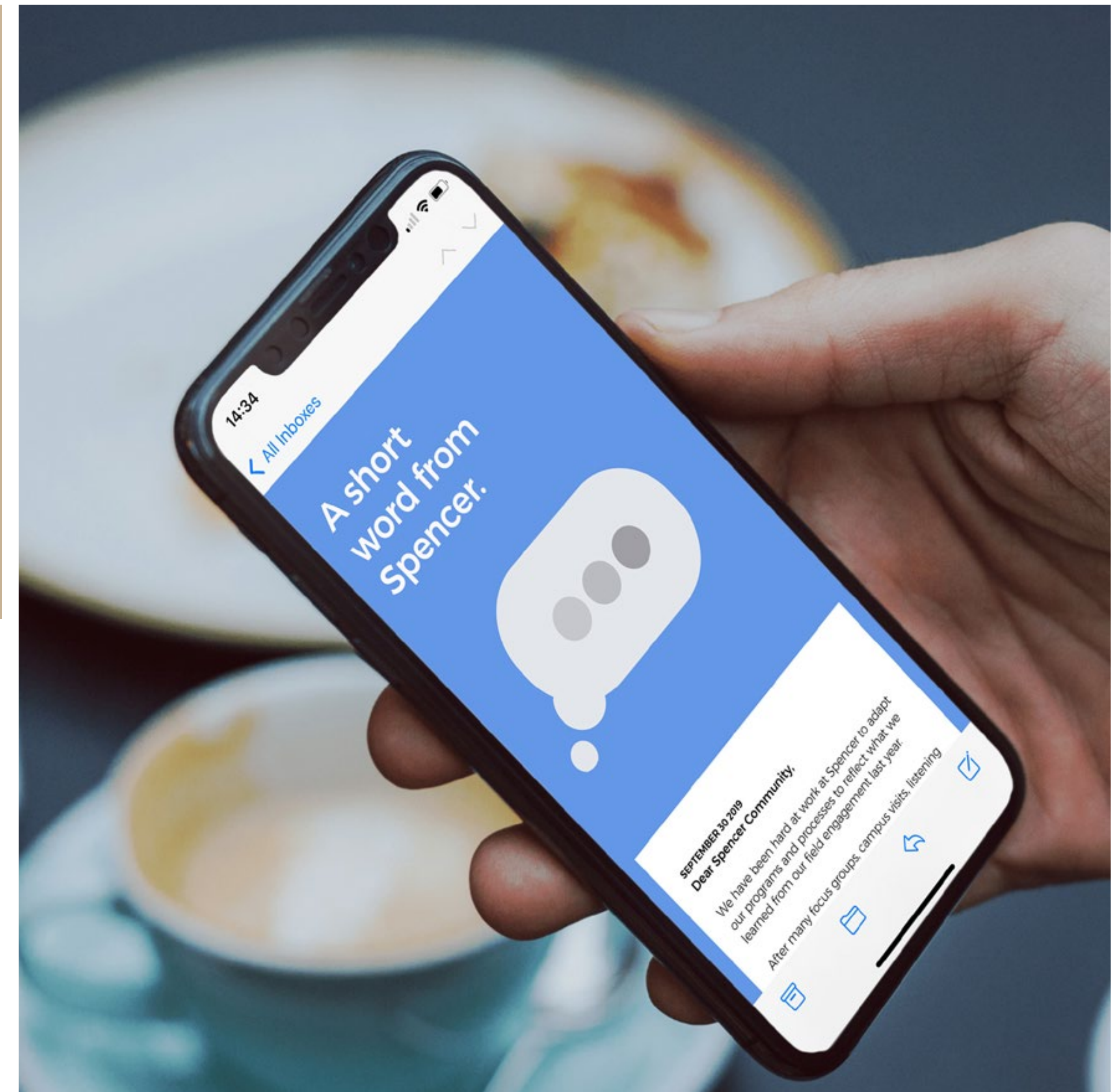
The Spencer 'Frameset'

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



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.





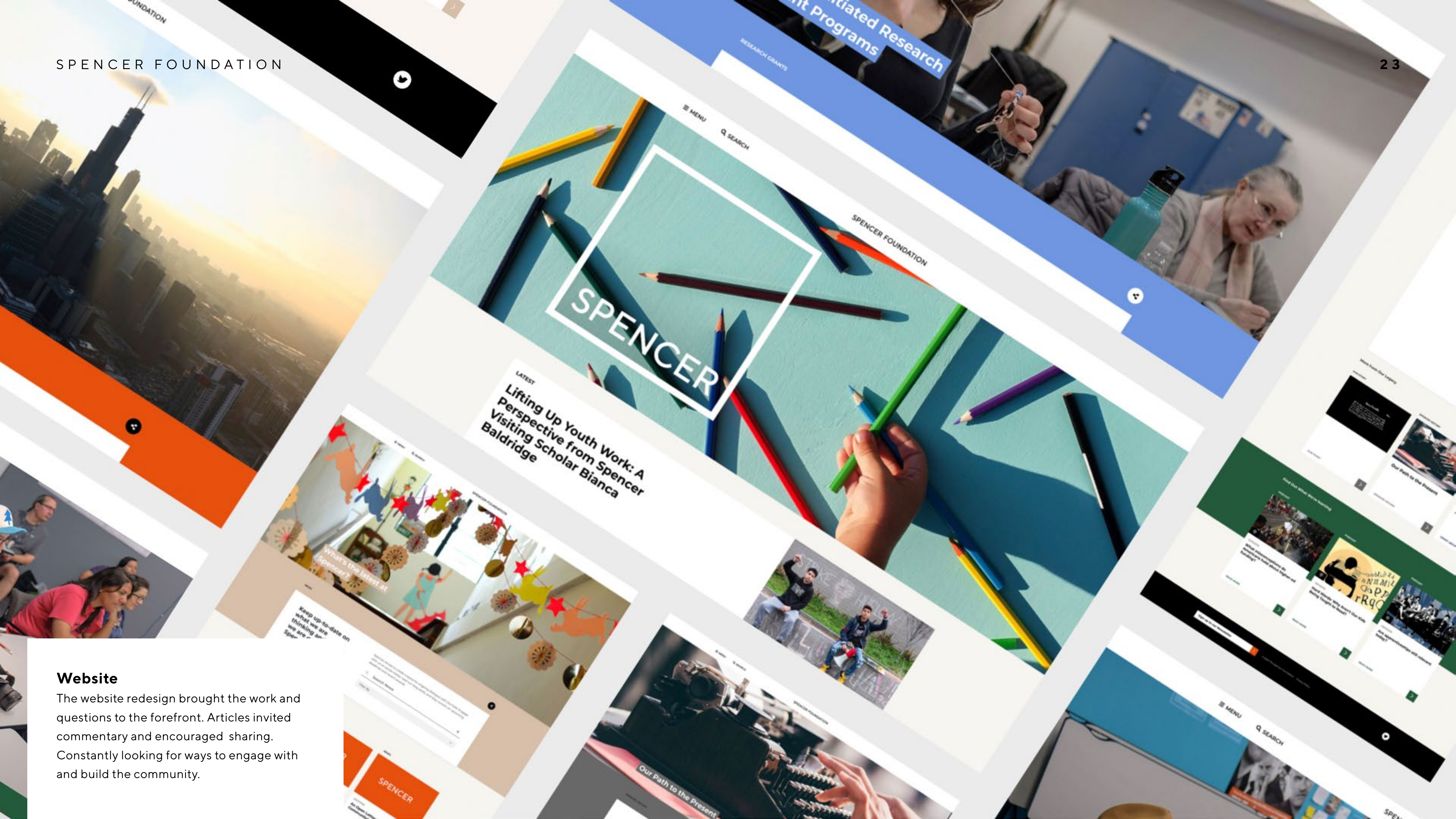
Annual Report

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?





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.

New age Caribbean cuisine.



JUICI JERK

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

Juici Jerk is a Caribbean cuisine business founded by two brothers in 2017, they aimed to introduce South West London to traditional Caribbean recipes with a new age taste.

The goal was to give Juici 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 takeaways to all sorts of products.



FROM KINGSTON



JUICI JERK

TRADITIONAL RECIPES. NEW AGE TASTE.



juicijerk.com

THE REAL TING!



juicijerk.com

TO LONDON



JUICI JERK



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

Roboto Slab

**TRADITIONAL RECIPES.
NEW AGE TASTE.
#KINGSTONTOLONDON**

PROGRAM OT

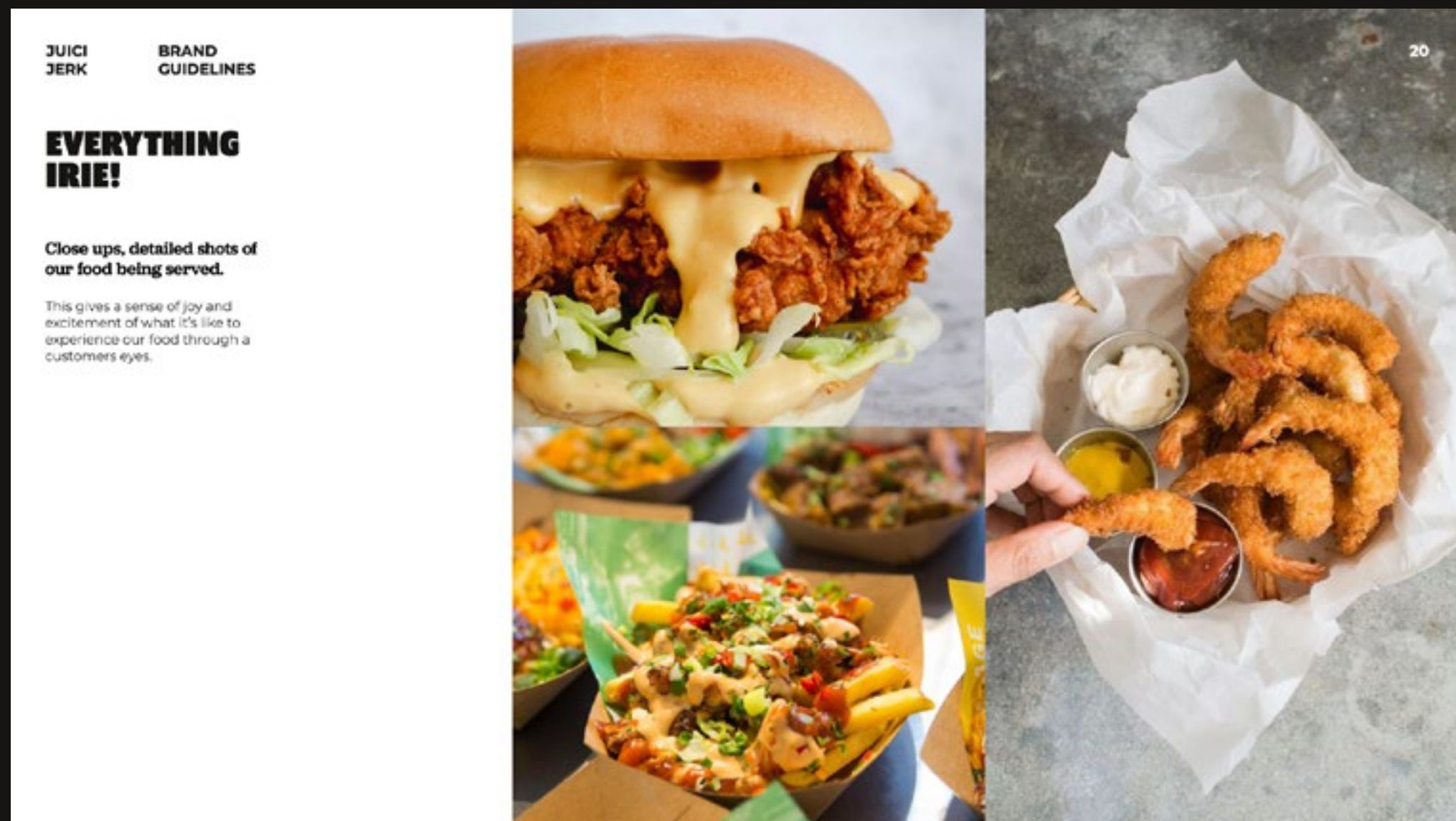






Street Food

Juici Jerk appears at several street food events across the UK every year. Their street food presence needed to be cohesive with the rest of the branding and bring across their personality as this would be the first time potential customers will be introduced to the brand.



Branding that helps manage energy better.



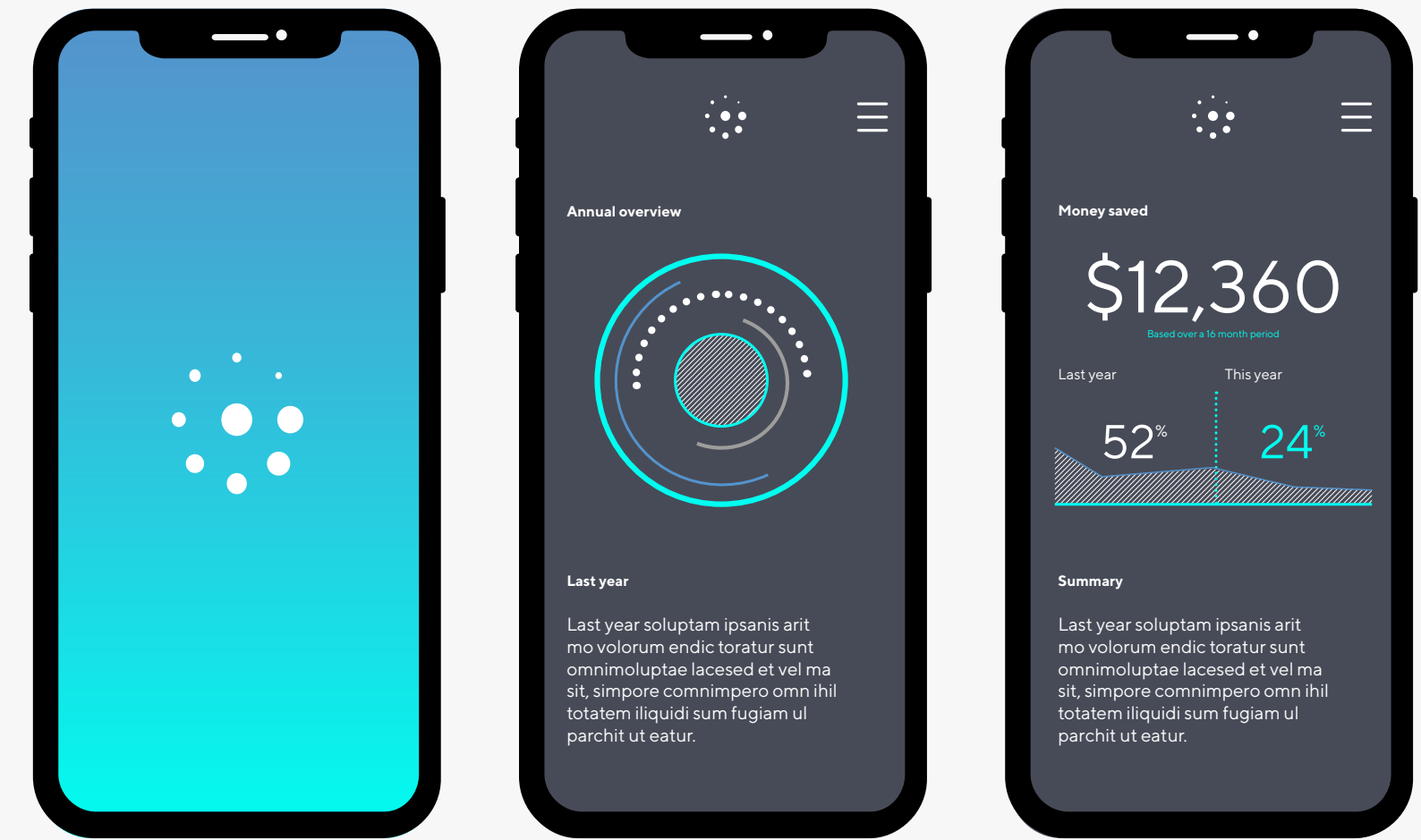
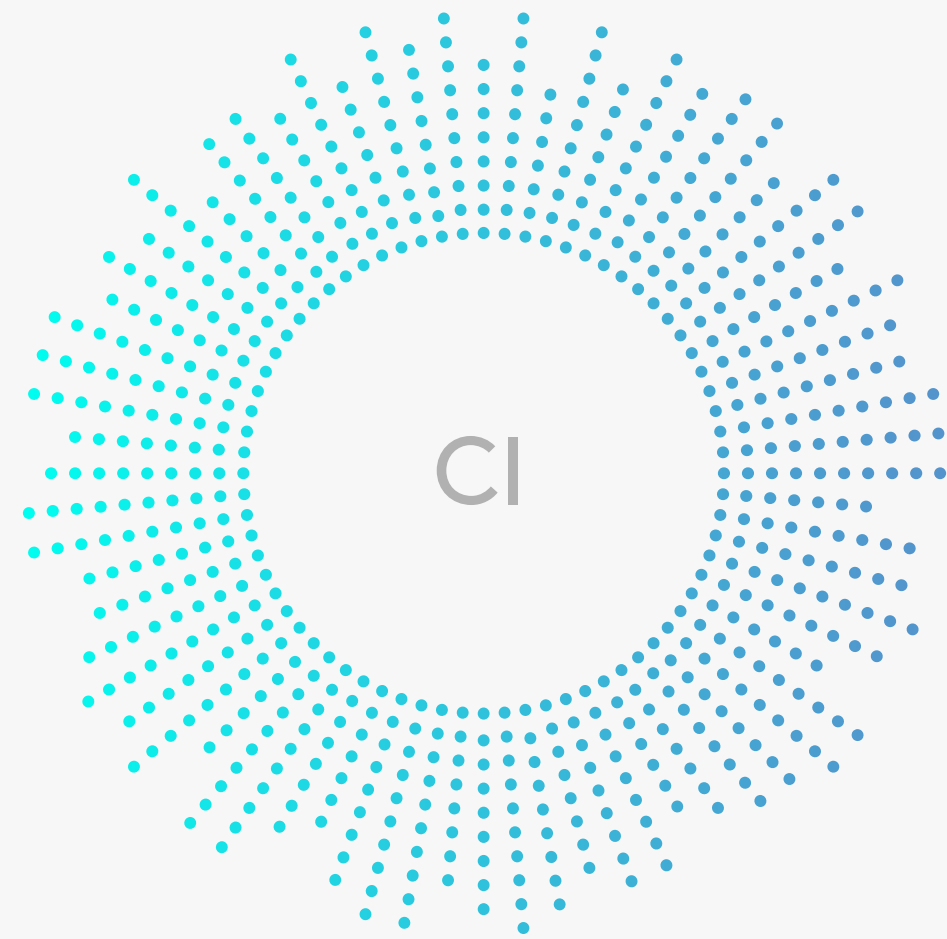
LANDIS+GYR

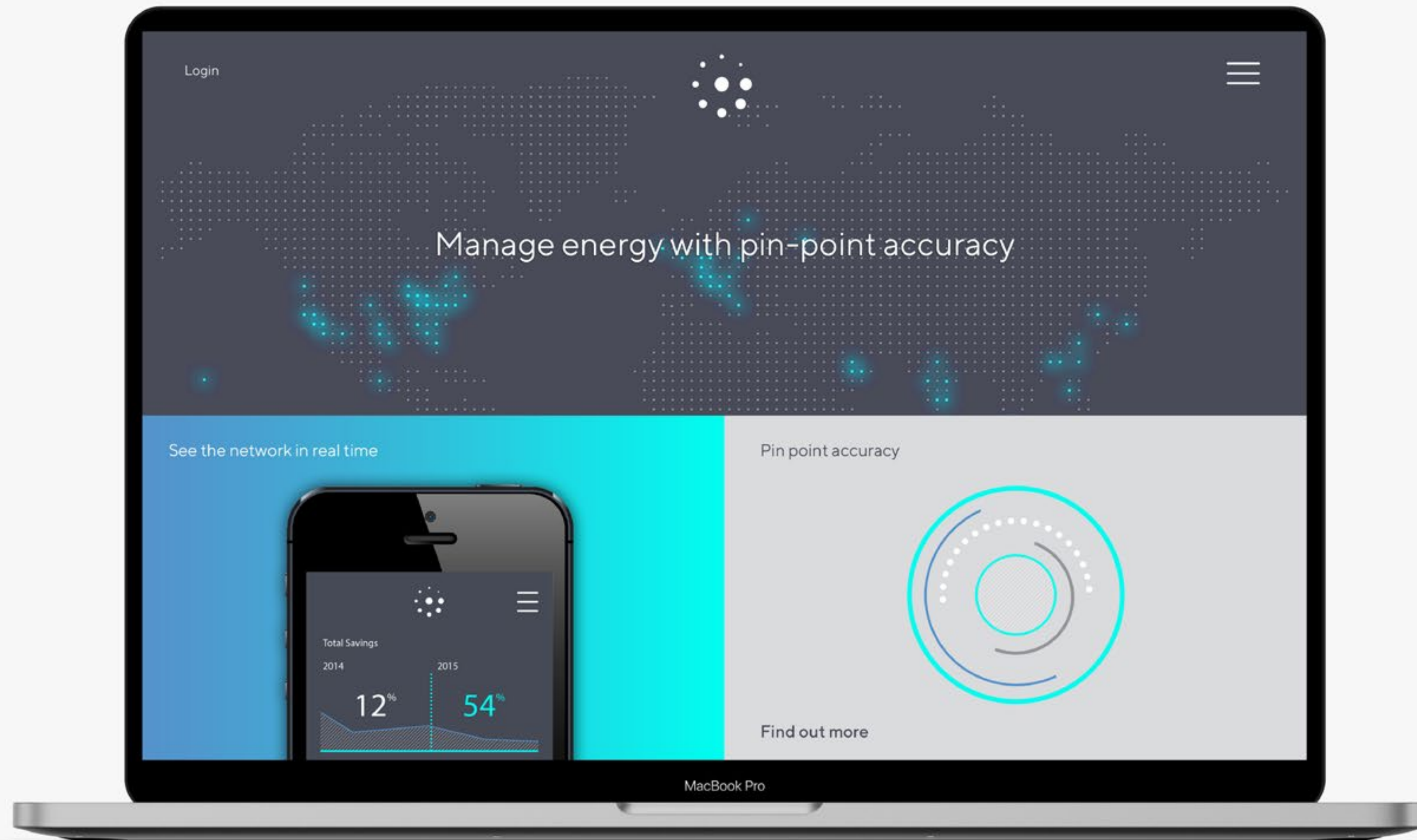
Disciplines Brand Identity, UX Design, Collateral,
Website Design

Landis+Gyr has been an industry leader in energy management solutions for more than 125 years. The brand identity was inspired by benefits and results. The client wanted a clear way to visualise the network to their customers and pinpoint data accuracy, the result was a flexible graphic system featuring a blue gradient to give a sense of technology, movement and flow.



Gridstream







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.

new • year
new • you
new • shoes



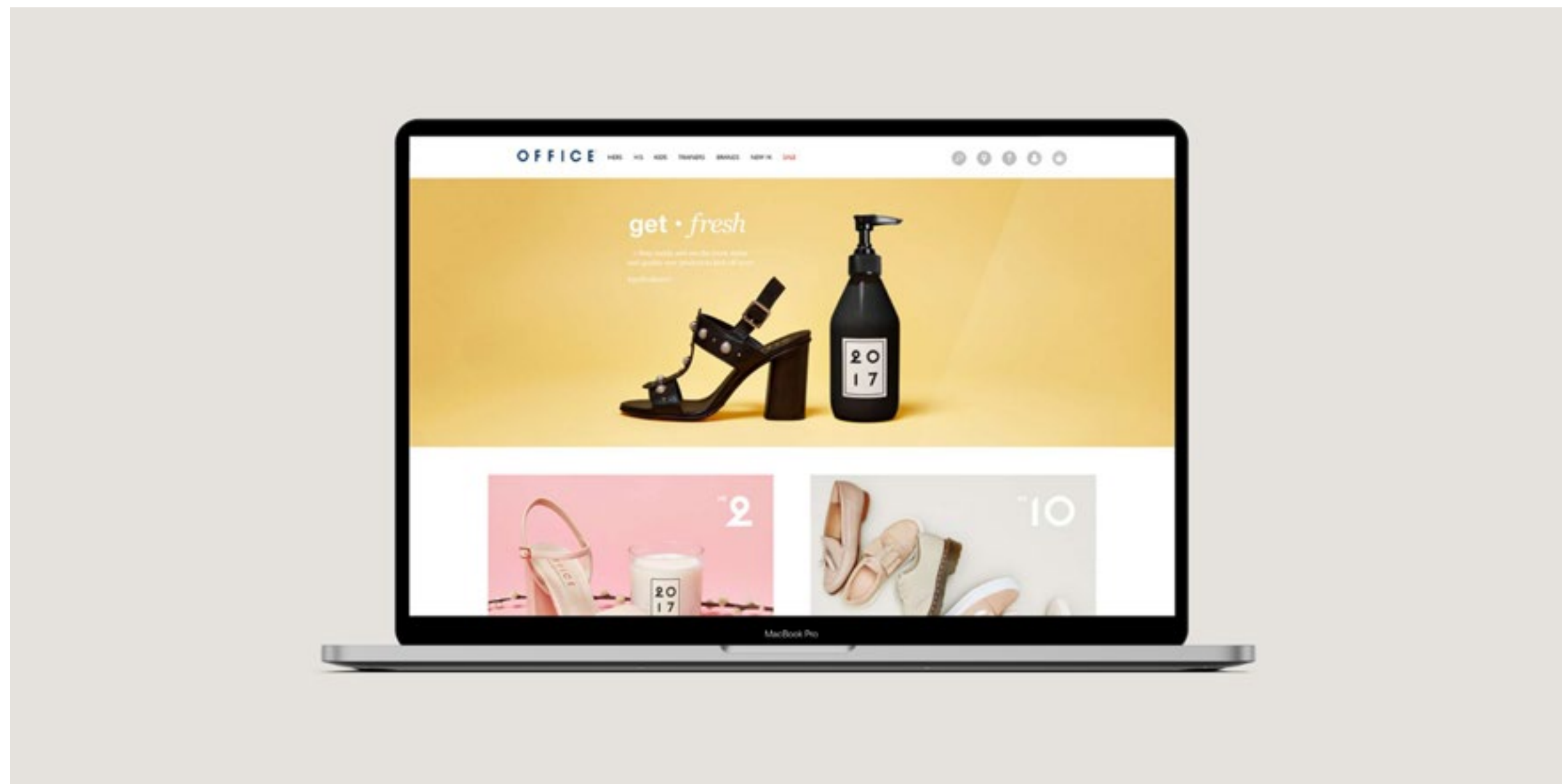
OFFICE

OFFICE

ALDO

RIVERS
E







An illustration on a blue background. A person in a white puffer jacket and red pants stands on the peak of a large, white, textured rock. The person is holding binoculars to their eyes. The rock has a dark shadow on its top surface. In the foreground, there are two smaller, similar white rock formations on dark blue bases. The overall style is flat and illustrative.

Bringing together ideas to create a better future.

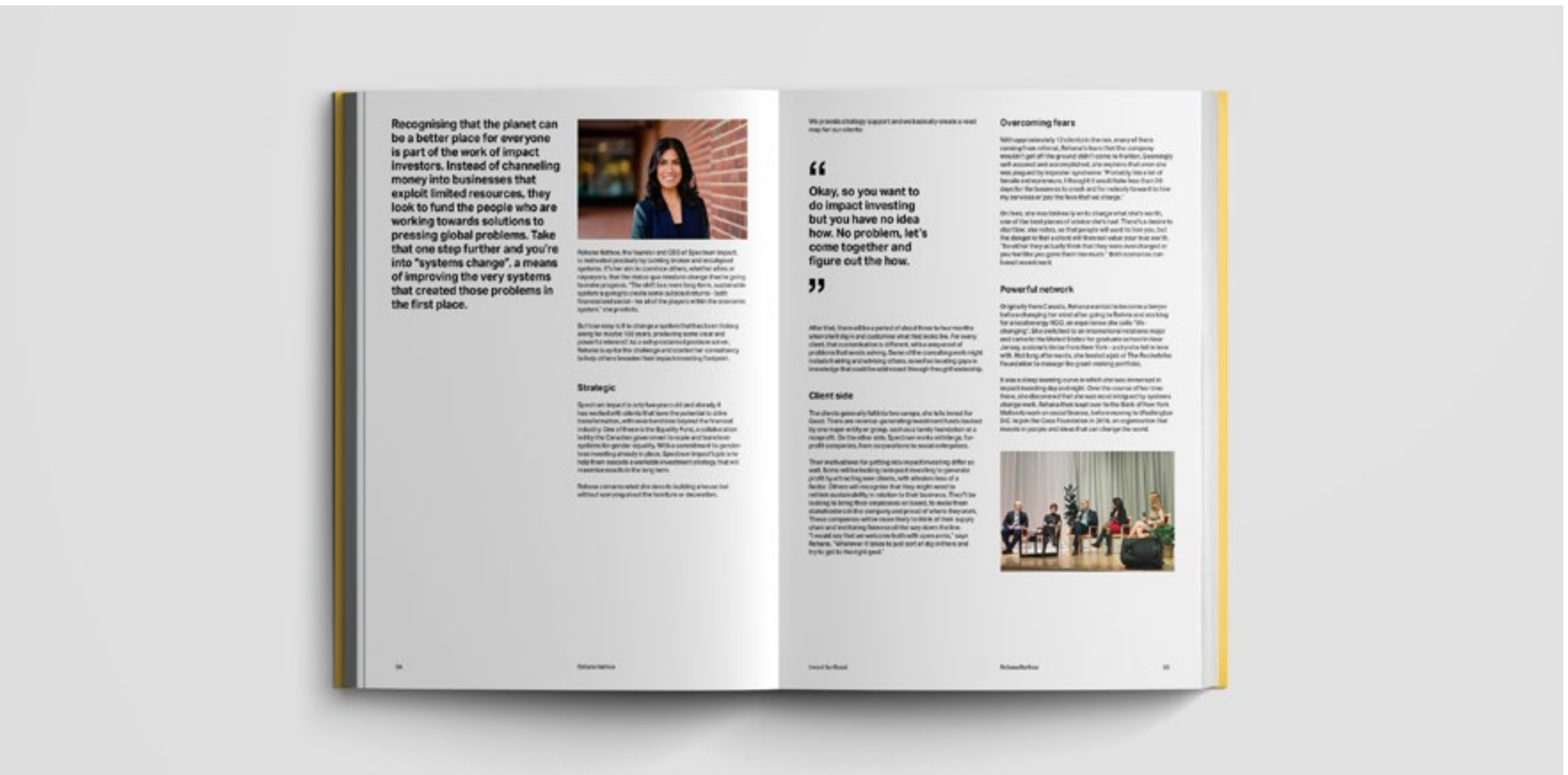
INVEST FOR GOOD

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.





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**Thanks for
viewing.**