

Leeanne Simpson
Senior Graphic Designer

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2024

Portfolio.

About.

MY PROFILE

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Accomplished Senior Graphic Designer with over a decade of experience crafting compelling visual identities for branding, print, and digital projects. I leverage strategic thinking to translate client goals into impactful creative solutions. Proficient in the latest design software, I deliver high-quality work on time and within budget, even in fast-paced and ambiguous environments.

Known for meticulous attention to detail and a professional approach. An avid traveller, I draw inspiration from diverse cultures and am passionate about giving back to the design community. I’m currently seeking an opportunity to utilise my design expertise to define and expand a company’s strategic vision, build strong multidisciplinary relationships, and make a positive 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

MY SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe XD
Adobe After Effects
Figma

Microsoft Word
Microsoft PowerPoint
Microsoft Excel
Keynote
Strategy
Leadership

Client Management
Problem-Solving
Collaboration
Critical Thinking
Adaptability
Time Management

EXPERIENCE

2023

Head of Creative
Sweet Dee’s Jerk

- Designing and developing the brand identity.
- Developing and implementing a comprehensive creative strategy aligned with the company’s goals and objectives.
- Leading brainstorming sessions to generate innovative ideas for marketing campaigns, branding initiatives, and product development.
- Overseeing the creation of visual and written content across various platforms, ensuring consistency in messaging and branding.
- Leading bricks-and-mortar development, working alongside architects to execute innovative ideas and designs.
- Designing packaging for the retail range rollout in Sainsbury’s, ensuring it aligns with brand guidelines and appeals to the target demographic.
- Providing guidance and feedback to creative team members to foster their professional growth and ensure high-quality output.
- Staying updated on industry trends and emerging technologies to incorporate new ideas and techniques into creative projects.
- Managing the creative budget effectively, allocating resources appropriately to maximise ROI.
- Reviewing and approving creative materials to ensure they meet brand standards and resonate with the target audience.
- Monitoring the performance of creative campaigns and initiatives.
- Managing brand collaborations and event graphics.

2018 - 2023

Graphic Designer
Wondersphere

- Worked collaboratively in a multi-disciplinary team, to create unforgettable and enriching brand stories designed to add long-term brand value.
- Planned, briefed, and art-directed photoshoots for new brand products and campaigns.
- Developed clear brand guidelines that indicate the visual direction for brand communications, campaigns, and print materials.
- Designed wireframes and prototypes for responsive websites.
- Developed the brand identity, as well as designing the restaurant interiors and the experience of Steakology, located in Topanga Hills, LA.
- Designed luxury packaging for Gusbourne Exclusive Release 2016, available only at selected Waitrose stores across the UK.
- Updated both digital and printed assets for Gusbourne products.
- Worked with The Spencer Foundation on a retained basis to implement and bring the brand to life across all communication channels.
- Developed the concept and designed Spencer’s new office space.
- Worked closely with web developers to ensure the successful launch of two responsive websites for the University of Chicago.

2015 - 2018

Graphic Designer
Office Shoes London

- Worked conceptually with the Head of Content and the digital team to create cohesive seasonal campaigns across multiple consumer-facing platforms.
- Artworked seasonal campaigns for 105 store locations.
- Assisted the PR team by crafting seasonal lookbooks and creating graphics and communication materials for press days.
- Designed collateral for all secondary brands under the OFFICE Shoes umbrella, including Offspring, Ask the Missus and Oki Kutsu.

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.

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 bottles, and a kitchen counter with a sink and a light switch.

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



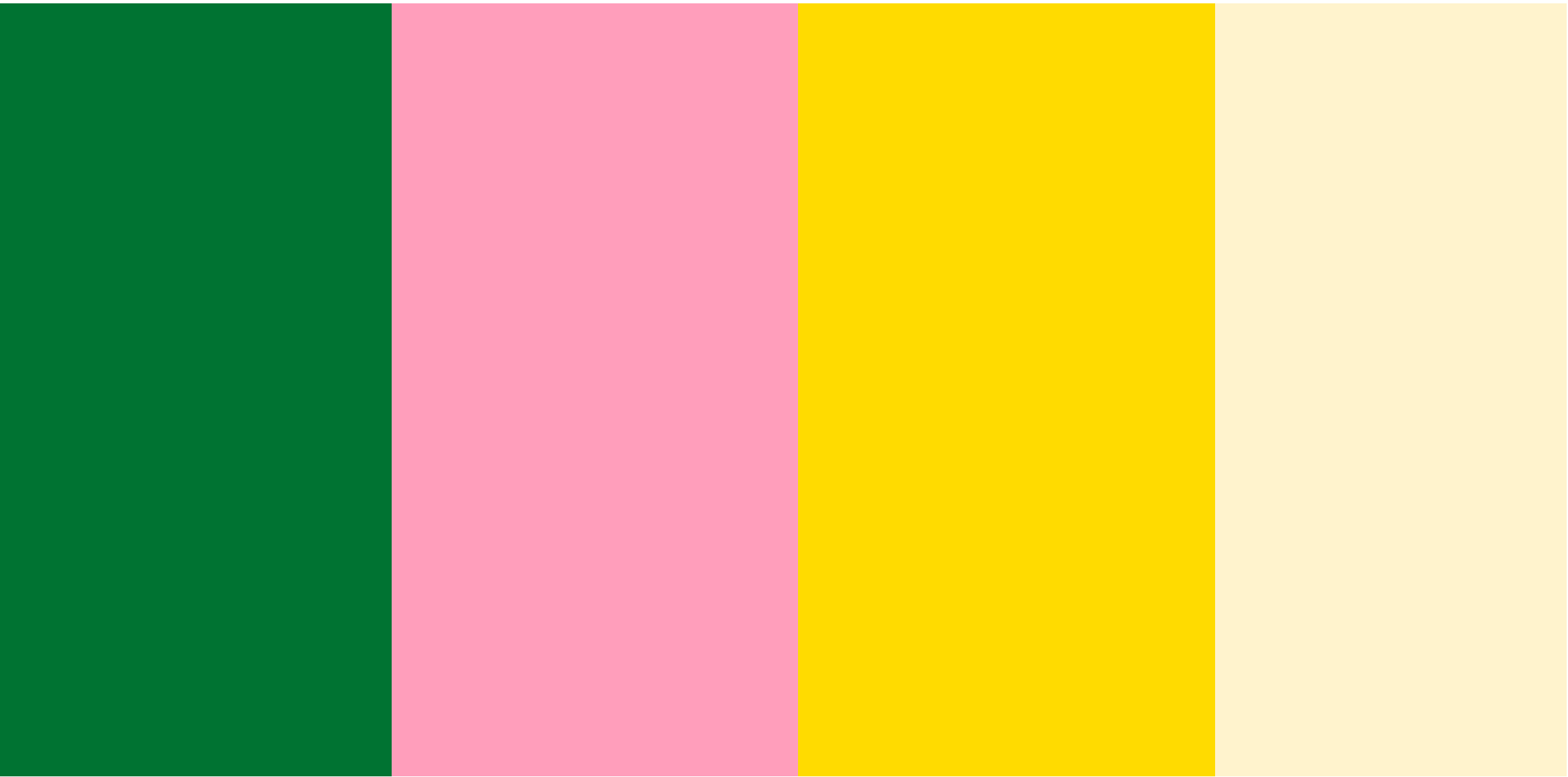
Full of Flavour

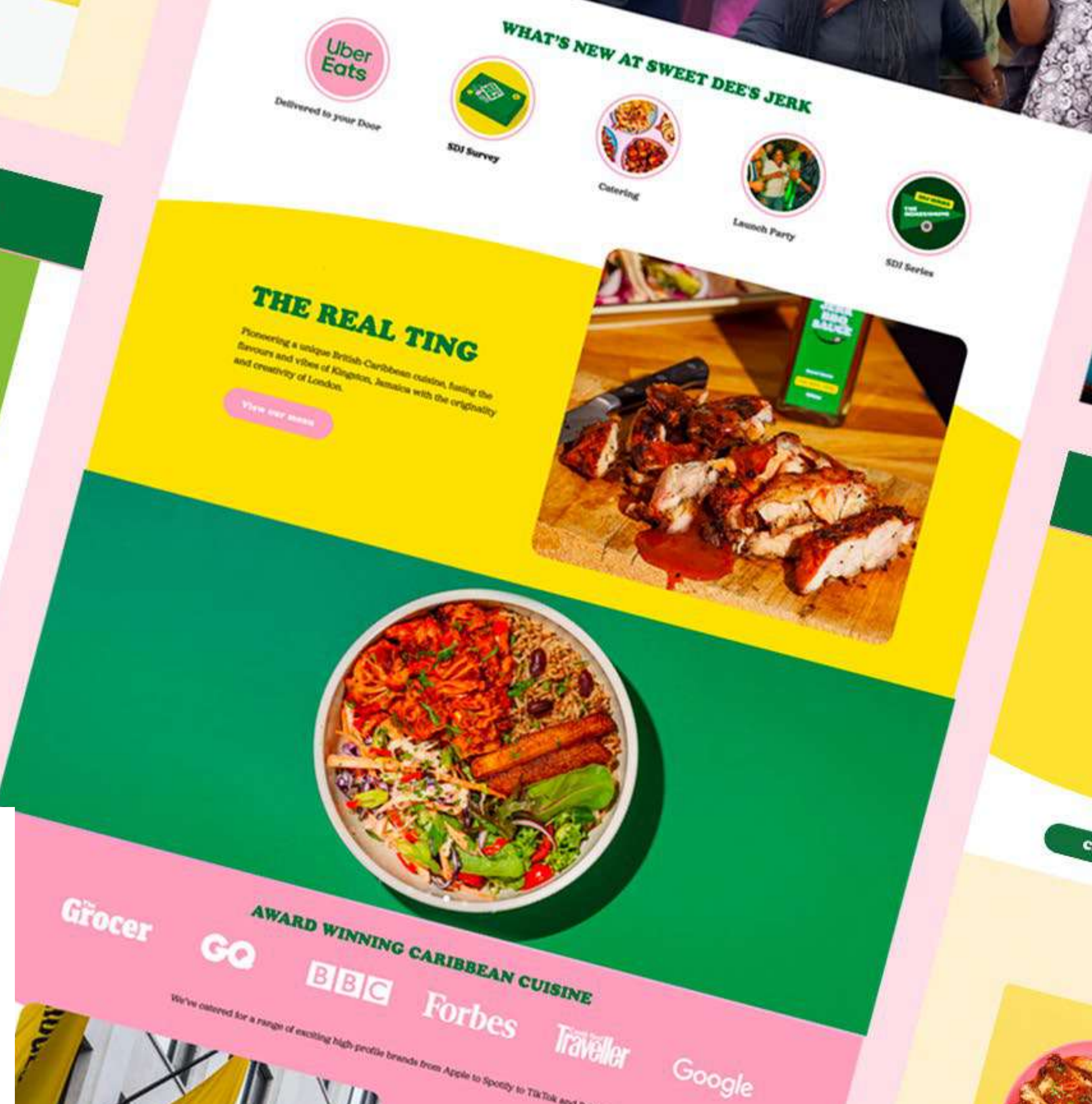
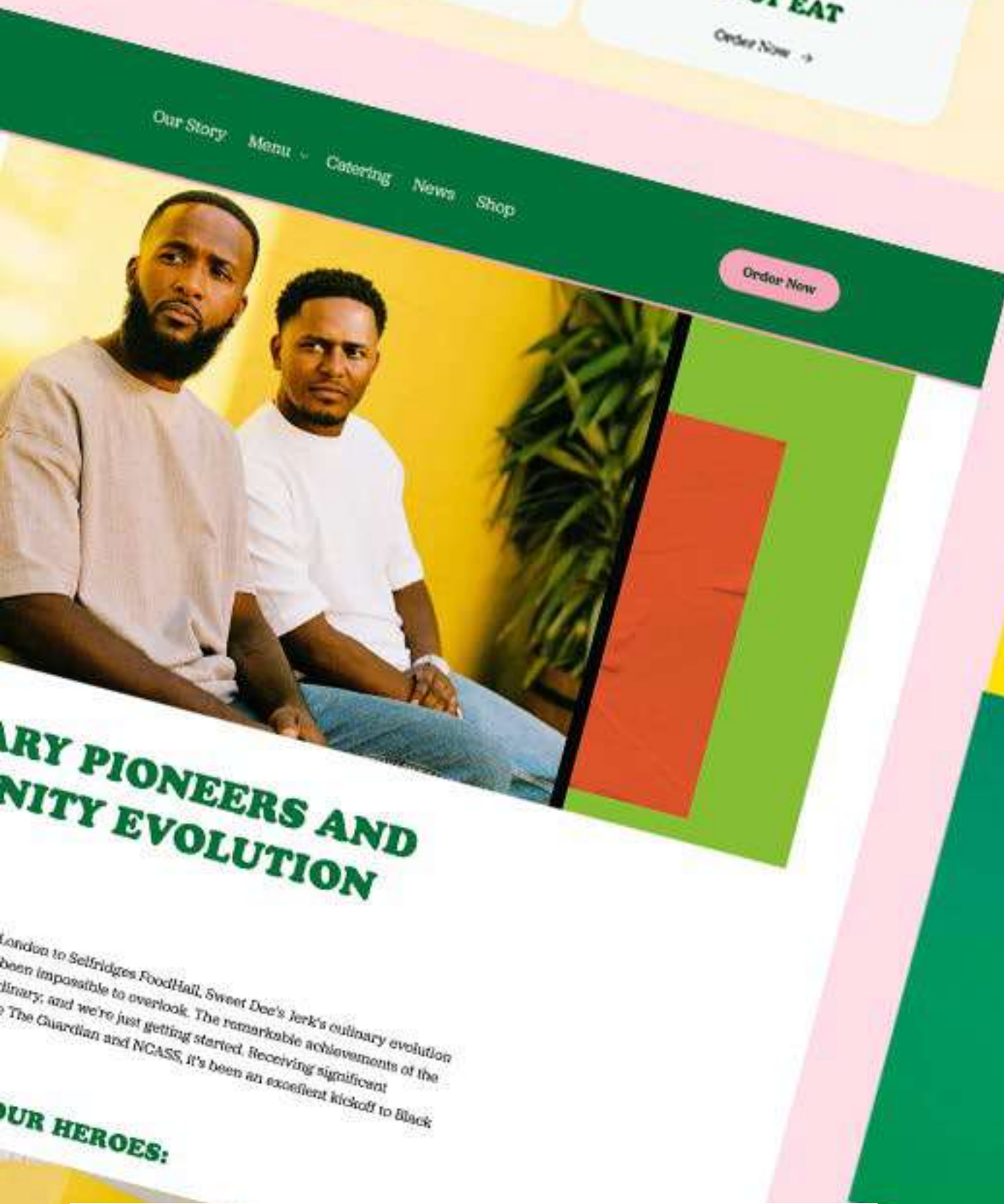
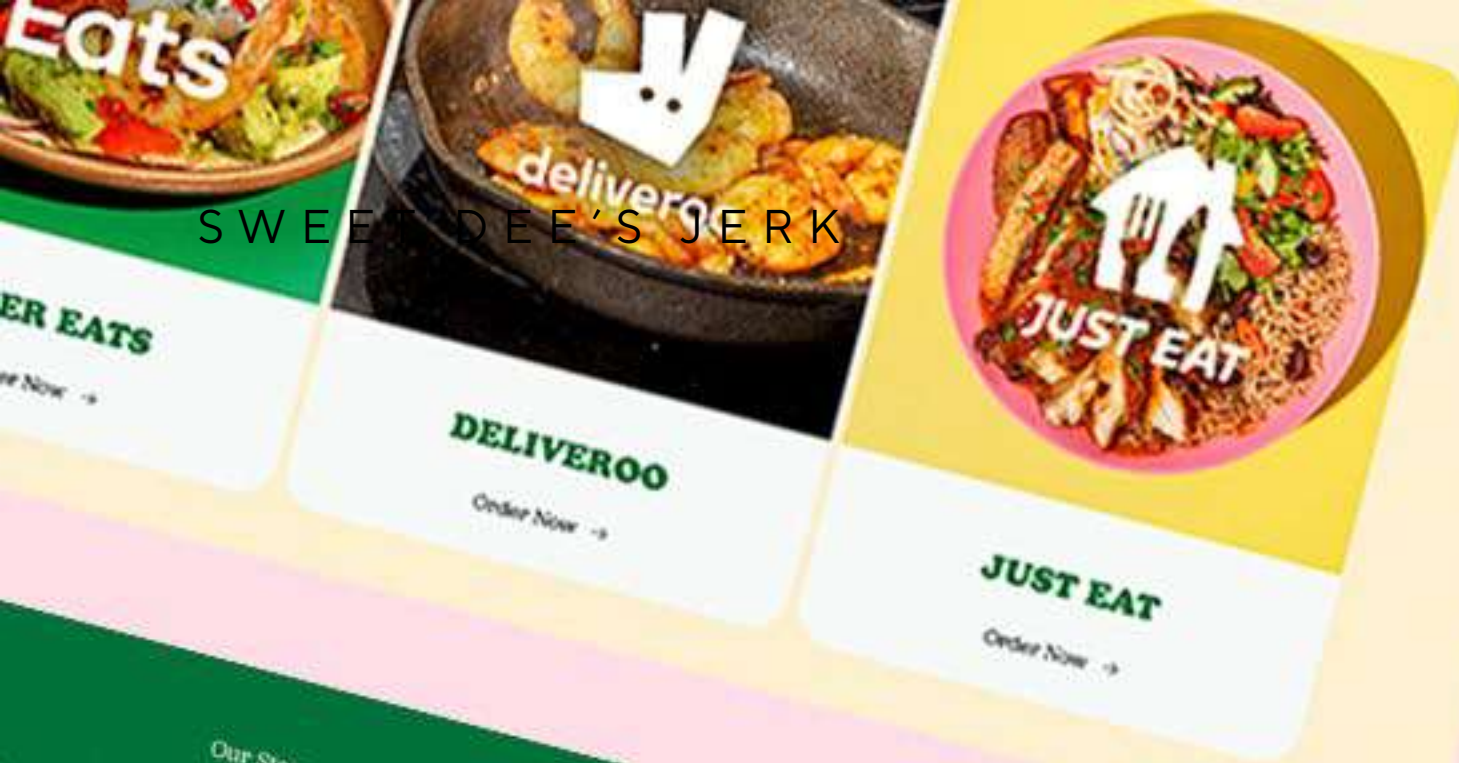
Designing a brand identity that reflects Sweet Dee's Jerk's ethos of producing the finest authentic Caribbean dishes made with the best quality ingredients. The mouth serves as a playful representation of how customers should feel after a visit to one of the locations.



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

Jubilat Book





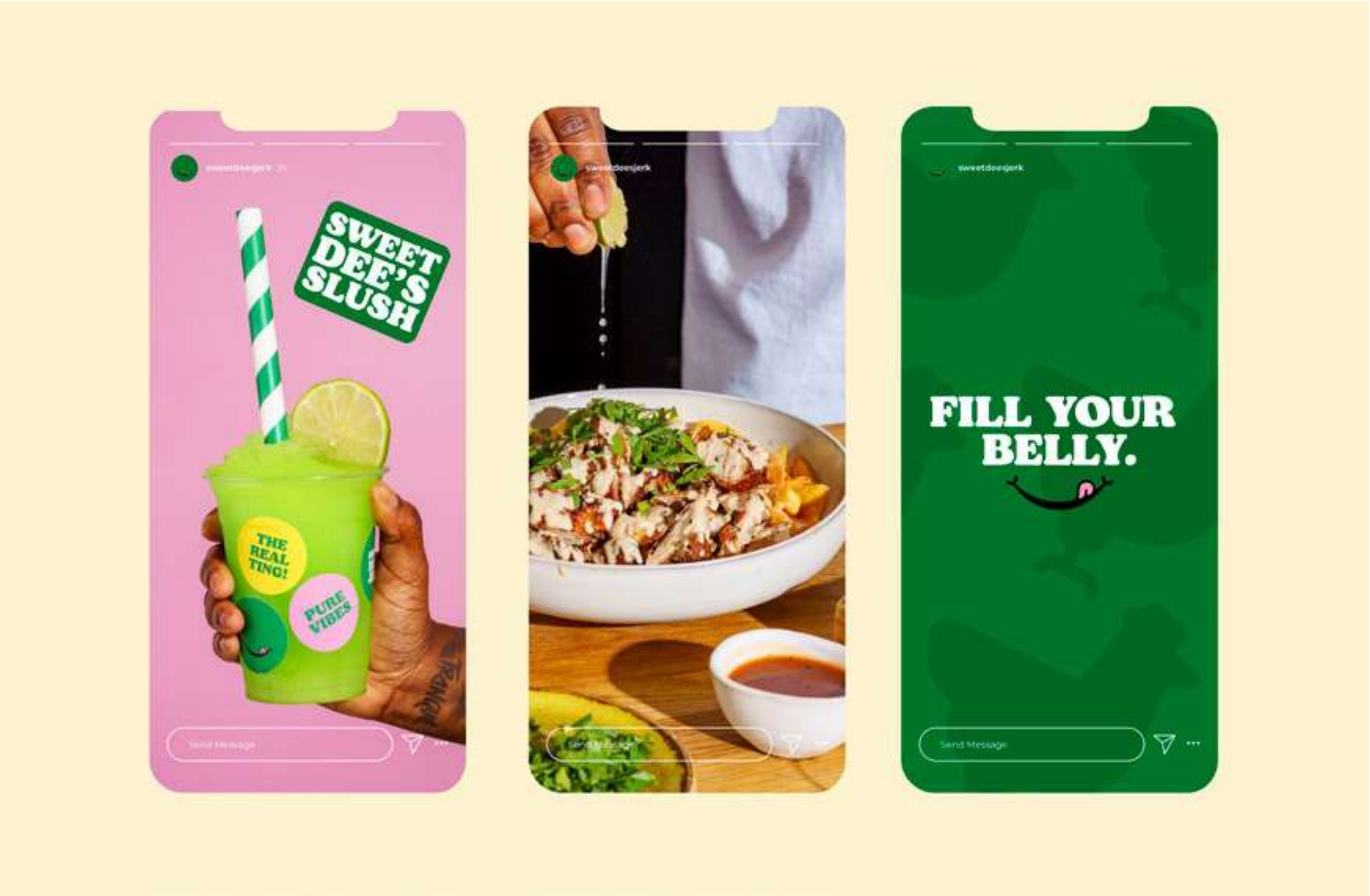
Website

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.

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









POUND
FOR
POUND
THE BEST
STEAK
IN TOWN

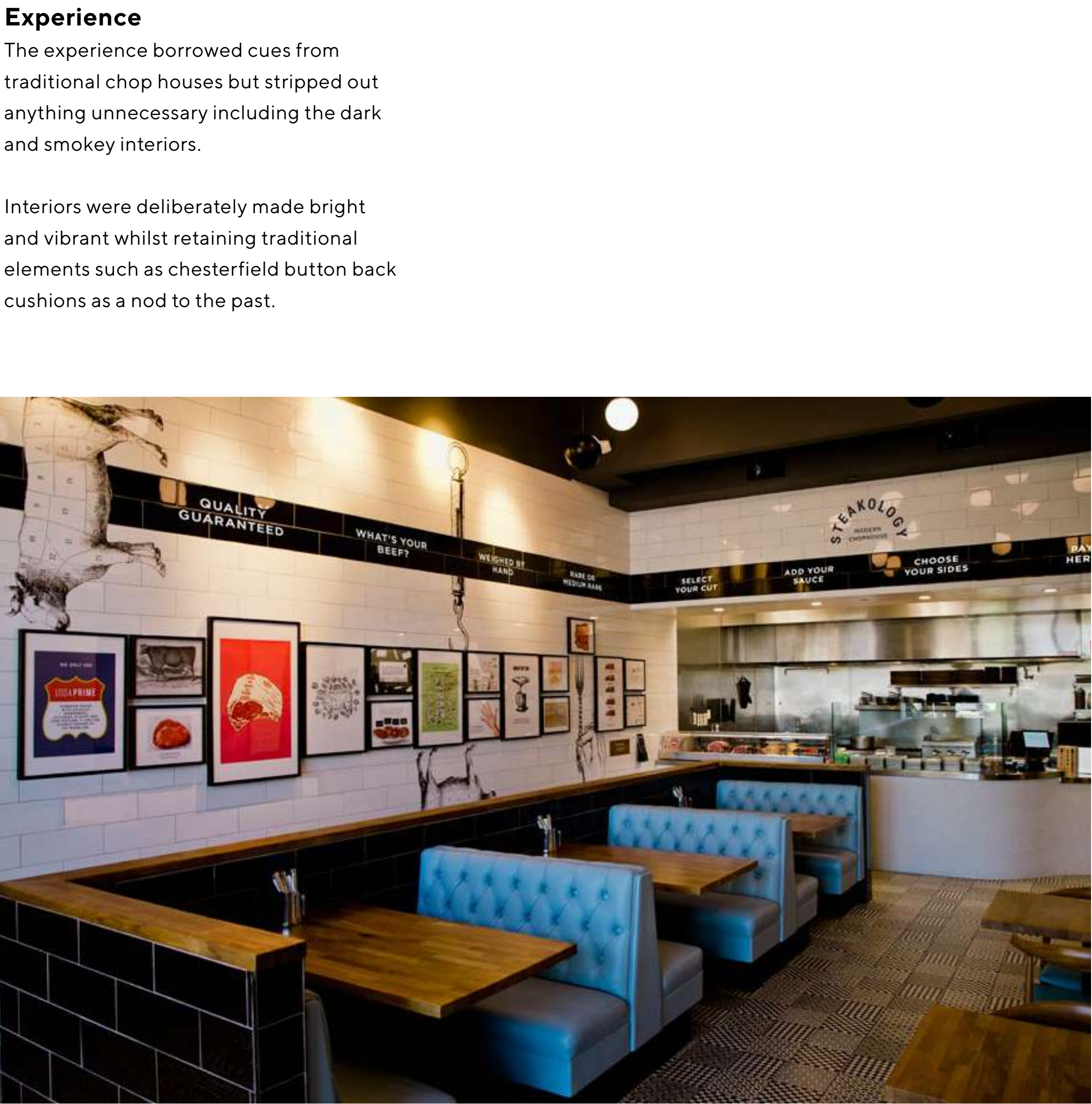


PRIME
STEAK
BY
OUNCE

PRIME
STEAK
BY THE
OUNCE

STEAKOLOGY
MODERN
CHOPHOUSE

STEAKOLOGY
MODERN
CHOPHOUSE



Experience

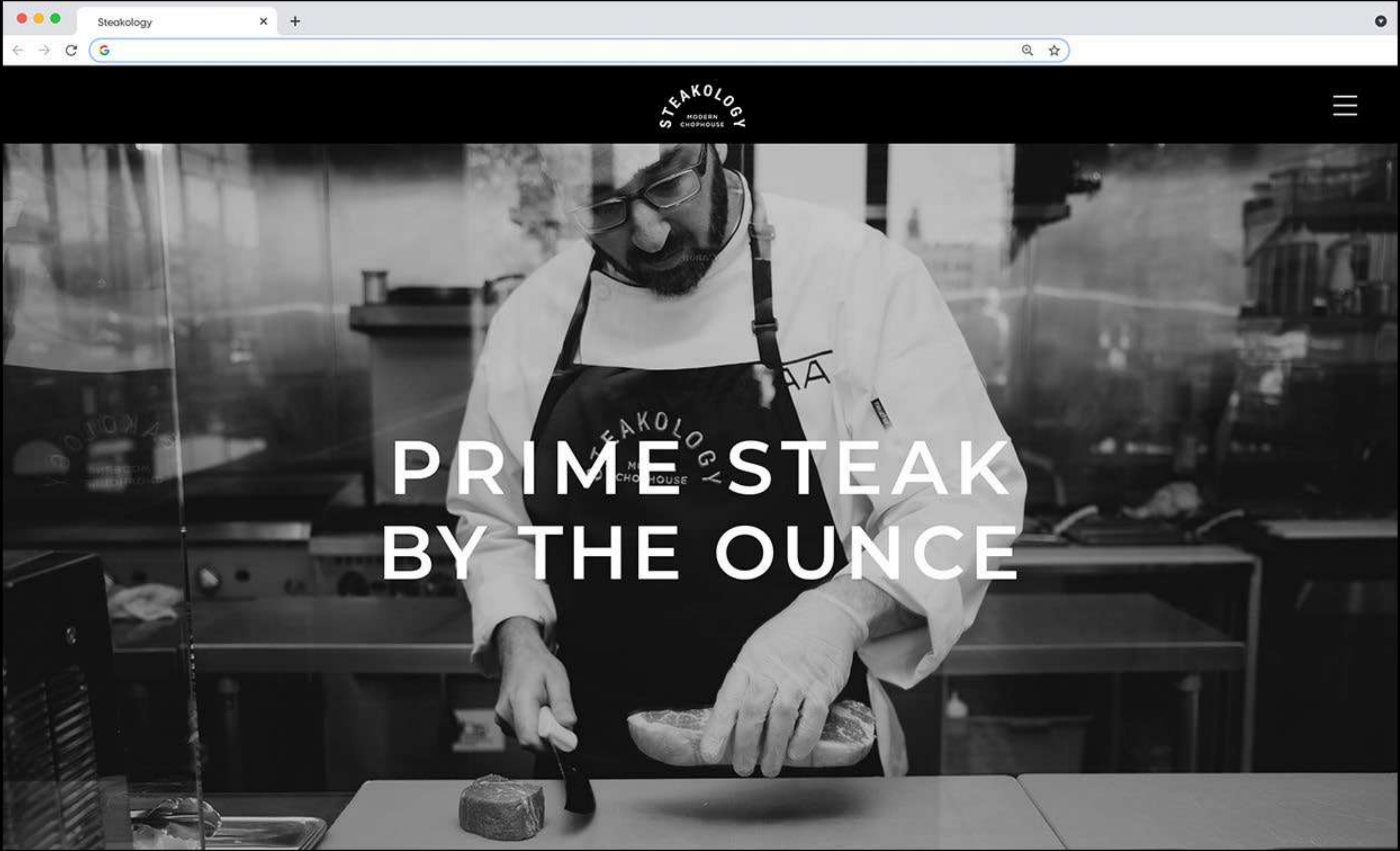
The experience borrowed cues from traditional chop houses but stripped out anything unnecessary including the dark and smokey interiors.

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.



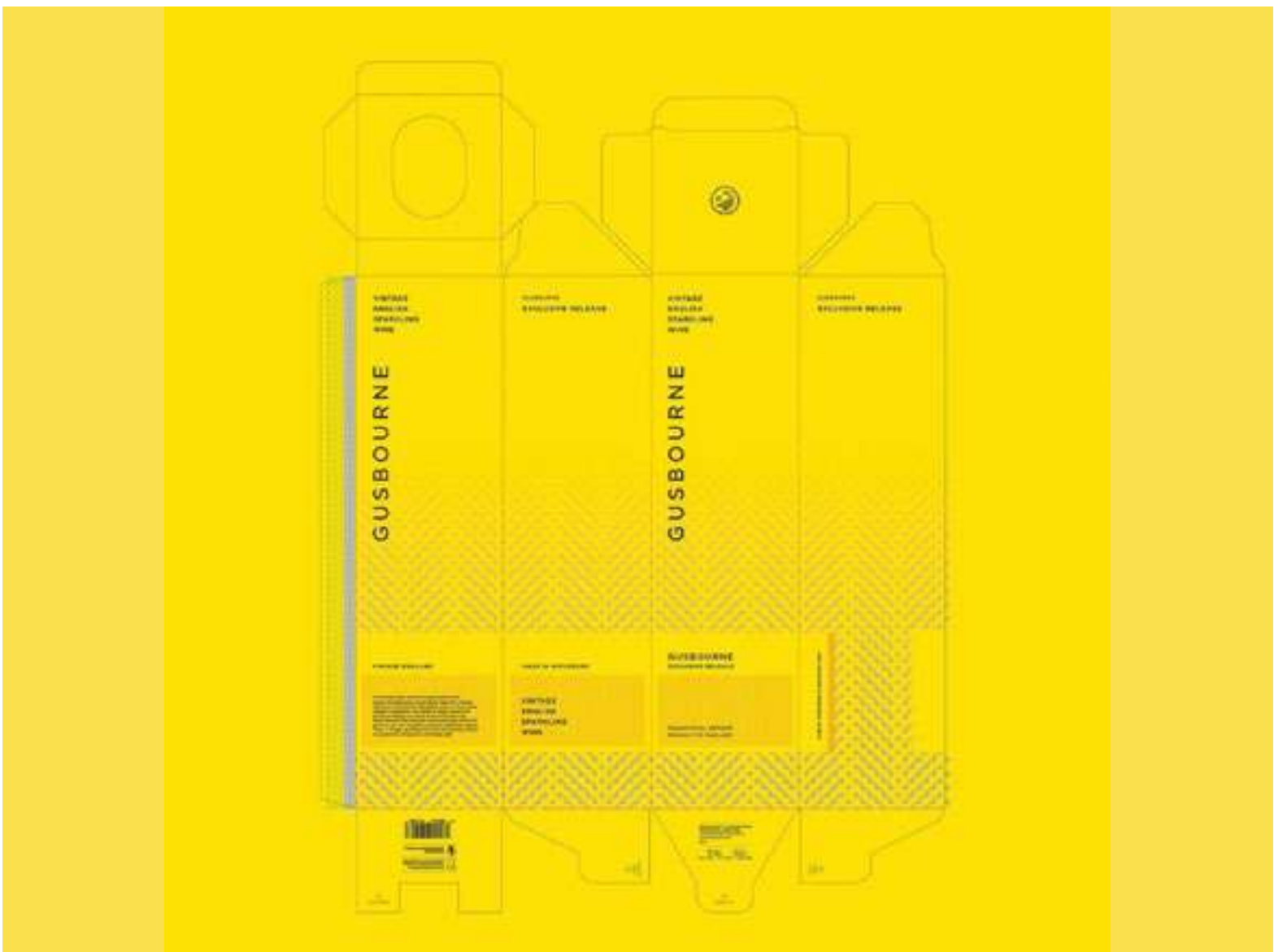
GUSBOURNE EXCLUSIVE RELEASE

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  



23

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

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AWARDS TO DATE

2020

2021

2022

DECANTER'S "BEST IN SHOW
WINES OF 2021"

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Branding that builds communities.

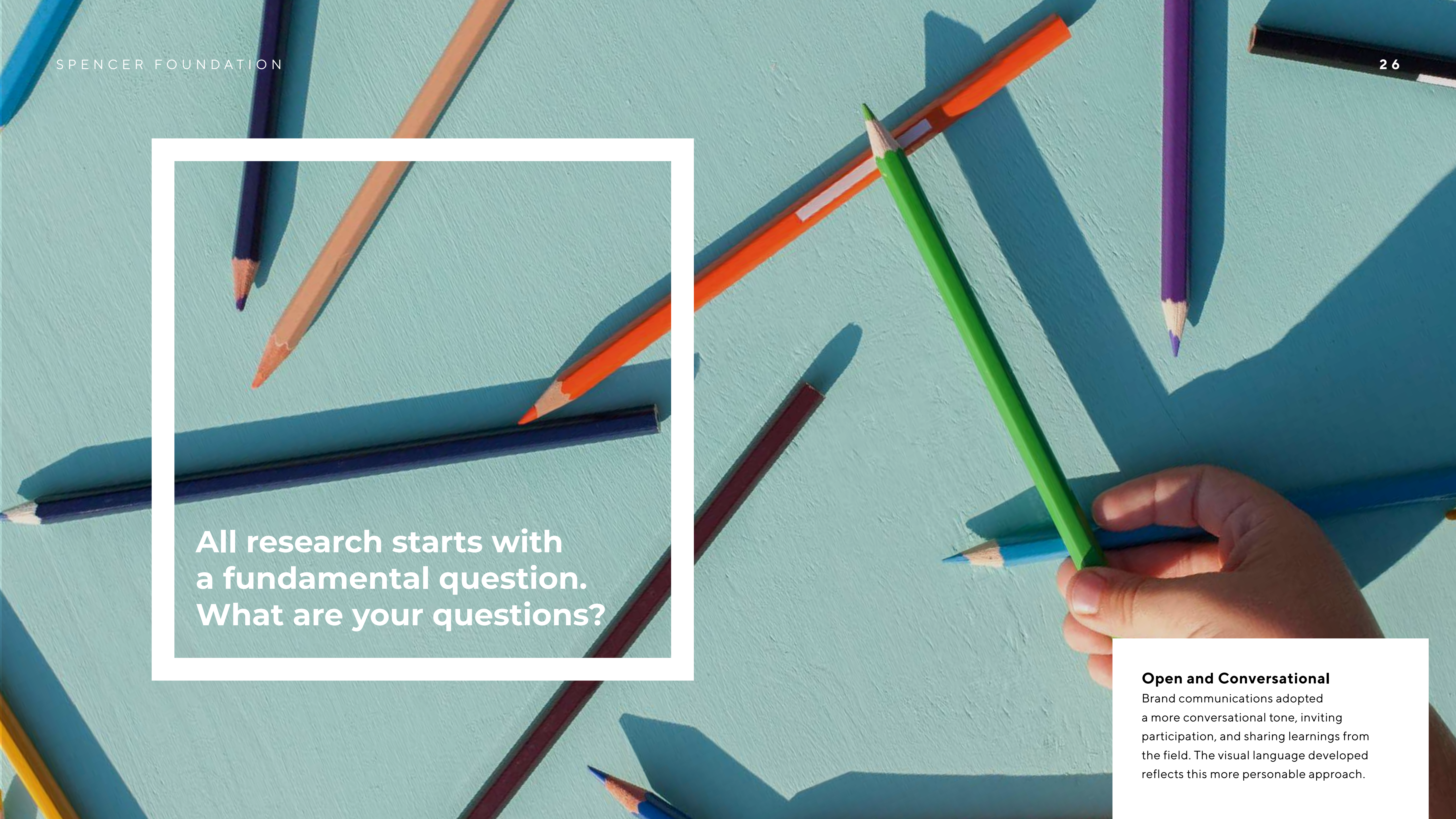
SPENCER FOUNDATION

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.



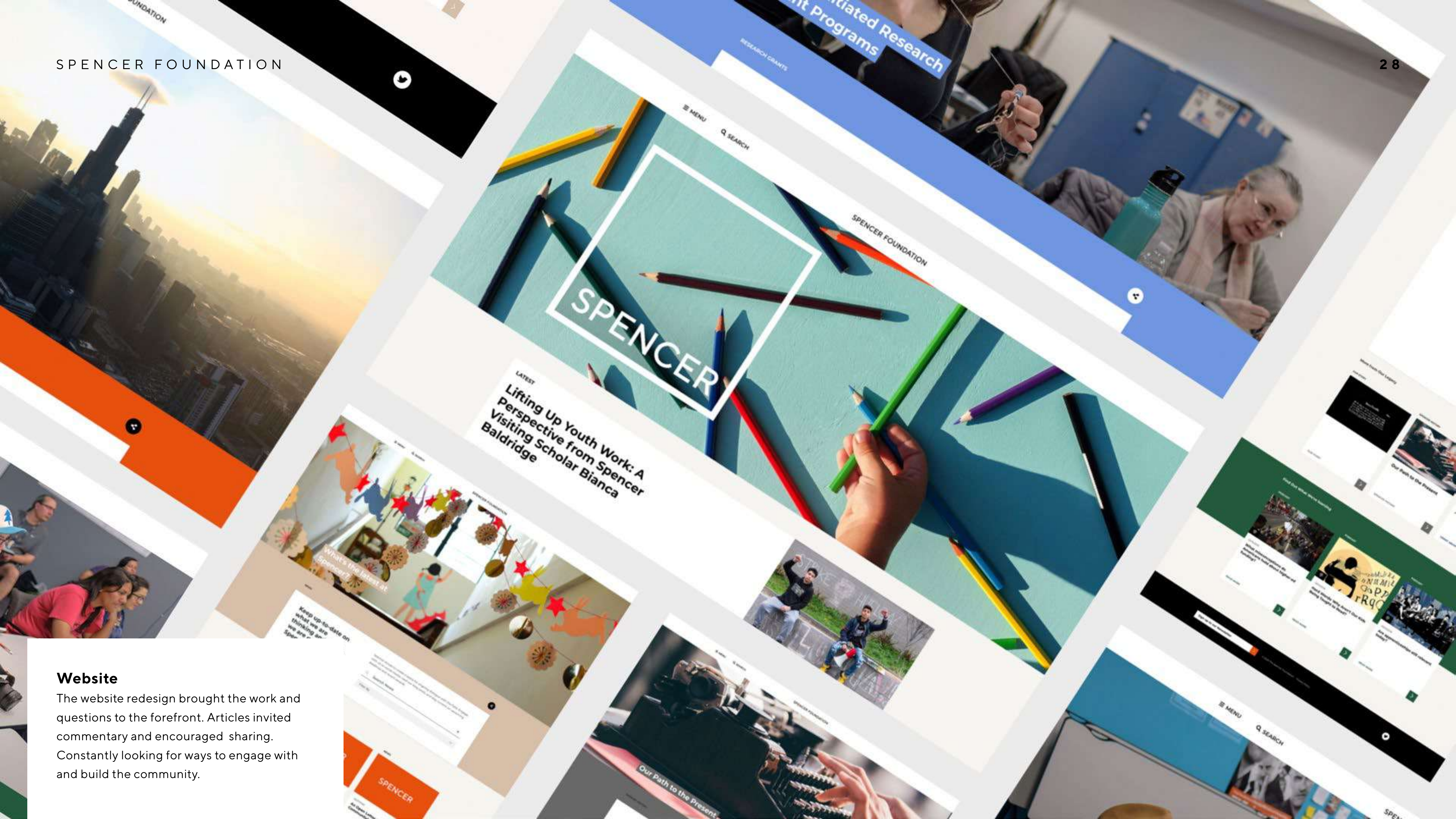
The Spencer ‘Frameset’

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.



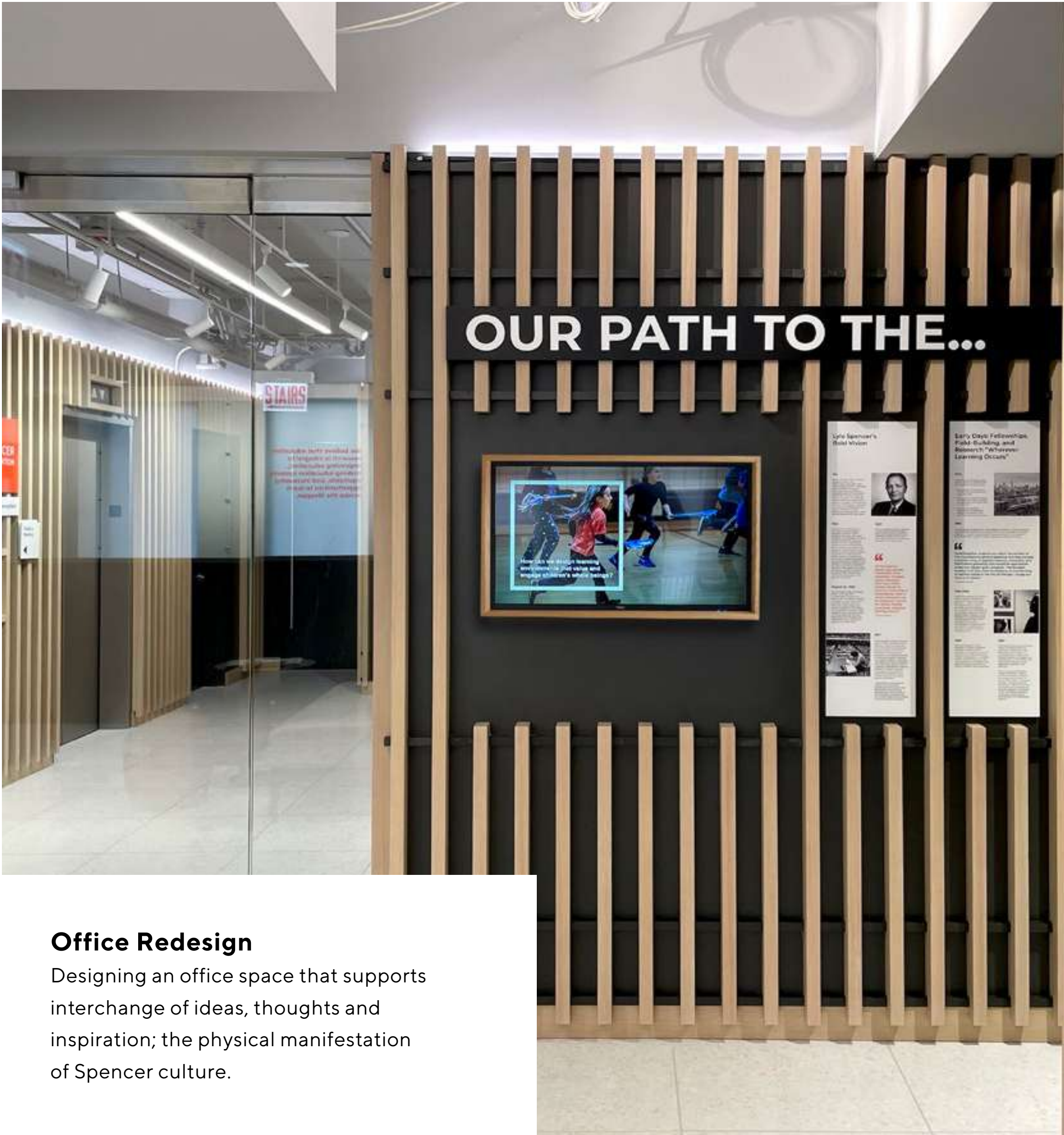


Annual Report
A short, engaging annual report that brings to life Spencer’s unique view of the education research field. Focusing on key trends and highlighting the depth of what they fund.

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 new and liberating choice.

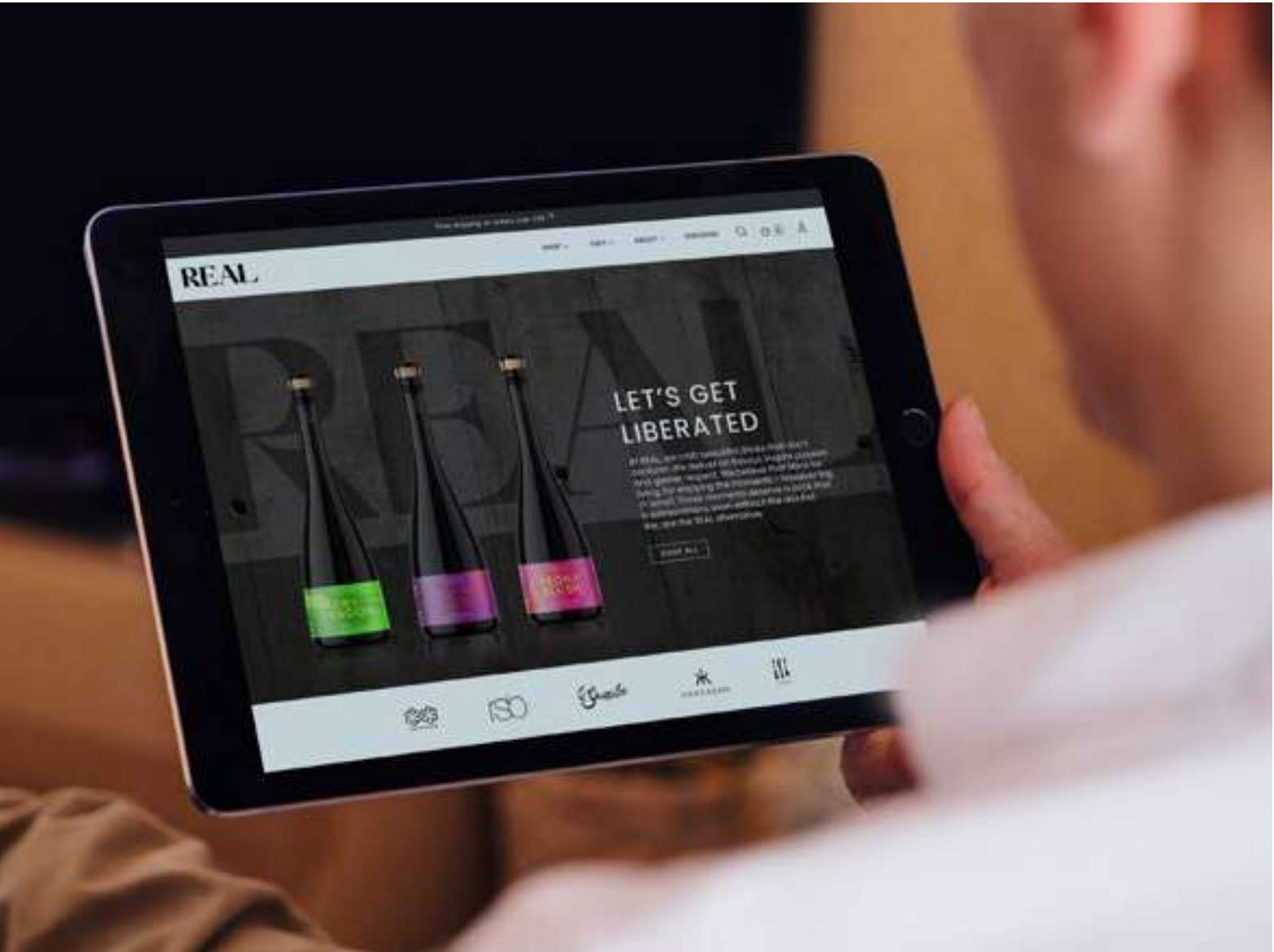
REAL

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

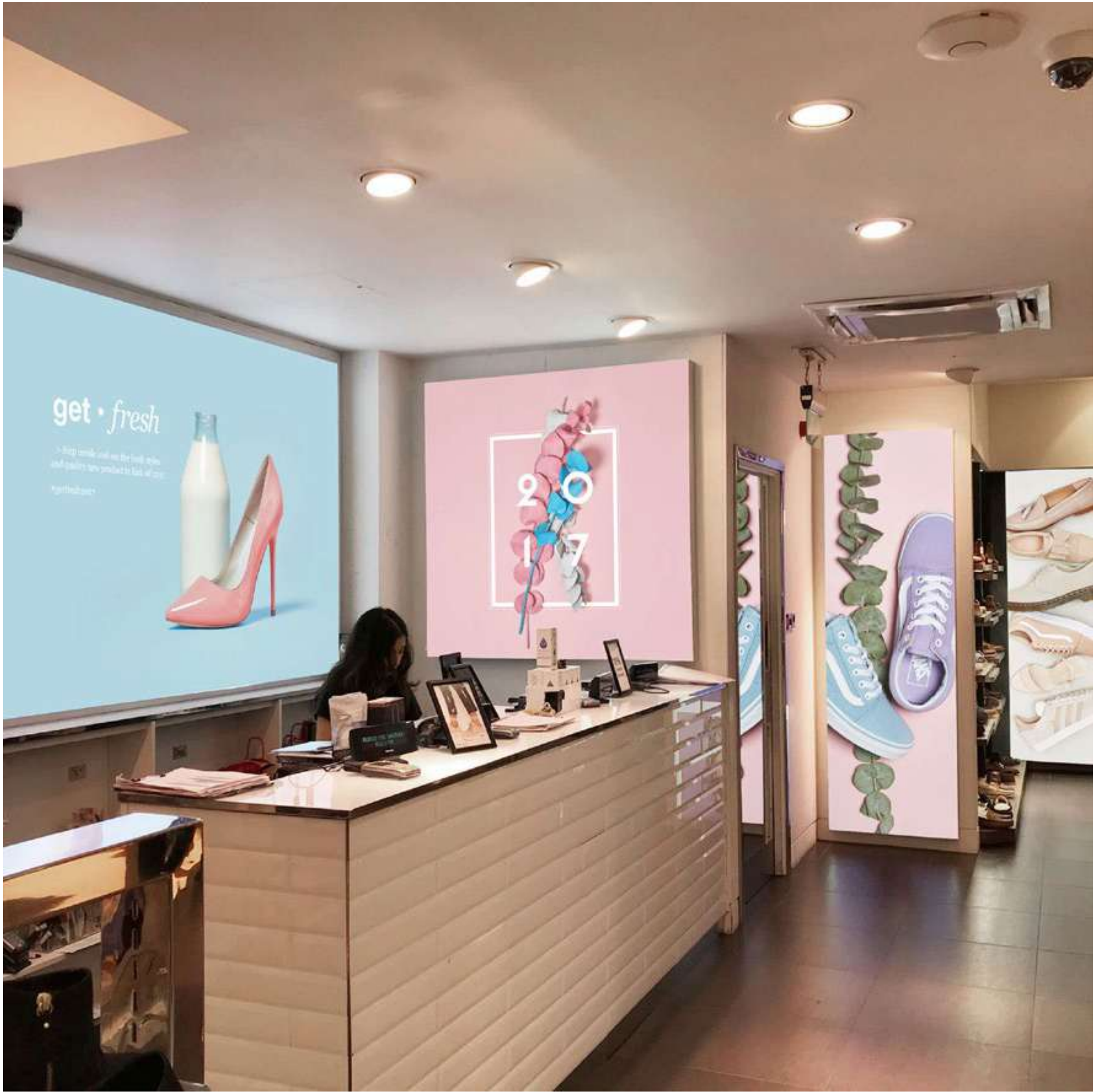
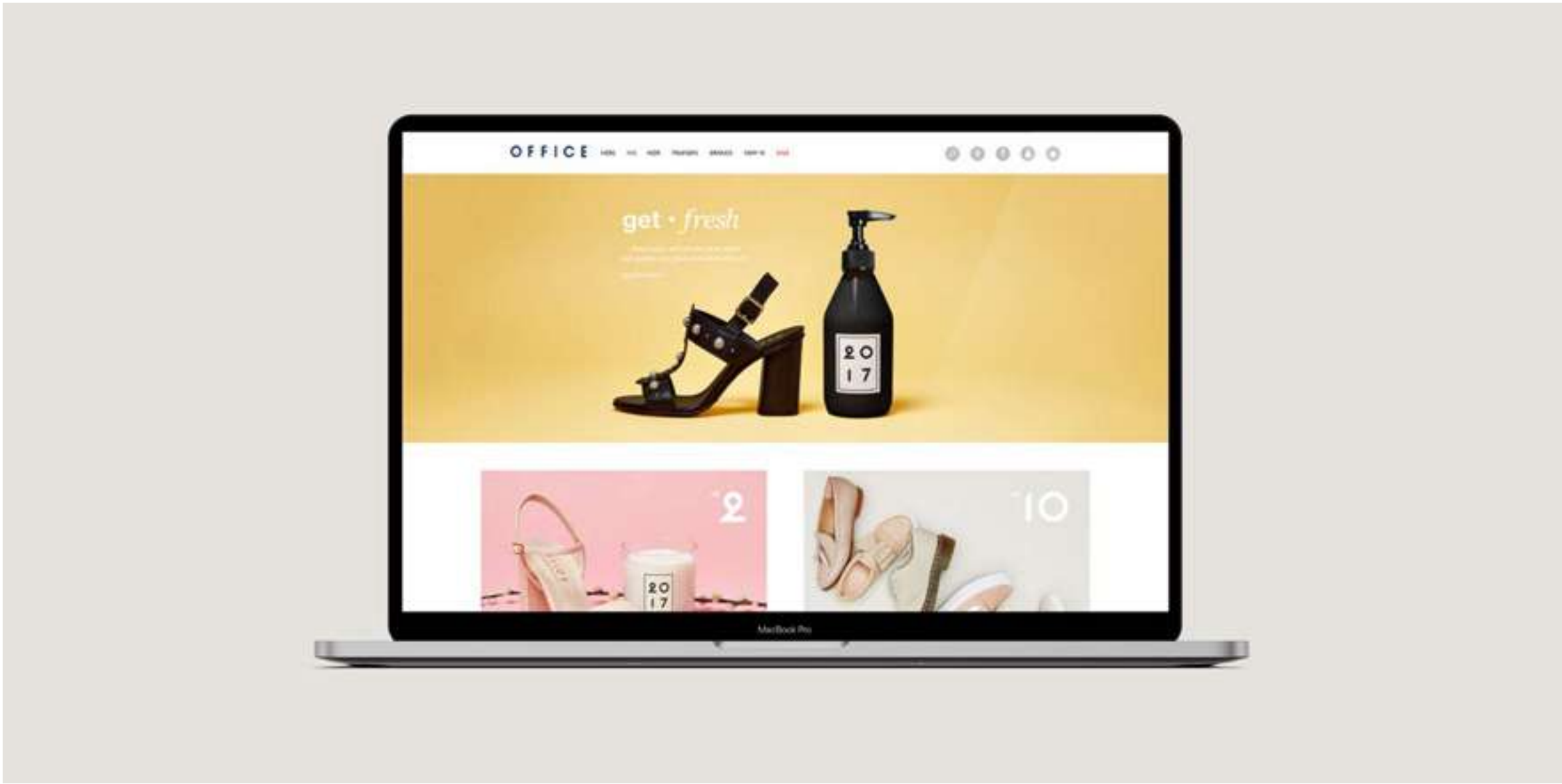
OFFICE

ALDO

39

RIVERS
E





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.**