



Laura Kay

Senior Digital Designer

PO2, Portsmouth, Hampshire,
United Kingdom



[Portfolio](#)



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Summary

A dedicated and versatile Graphic Designer with nine years of in-house experience, I bring a strategic eye to brand development and visual storytelling across diverse industries. With a strong foundation in corporate design, I create cohesive, engaging work across print and digital platforms, balancing creativity with precision and business alignment. Known for my attention to detail and problem-solving mindset, I thrive in roles where I can lead design direction while maintaining brand consistency and impact.

Education

Mayfield School | GCSEs

11 GCSEs A-C including English,
Maths and Graphic Design

Portsmouth College | A Levels

Graphic Design (B)
Photography (B)
Media Studies (C)

Southampton Solant University Bachelor of HONs Degree

Graphic Design (2:2)

Work Experience

Transalis | Senior Digital Designer | Apr 2024 - Date

Responsibilities

- Led the creative direction for a full UI refresh across key digital products, aligning visuals with brand strategy to deliver a modern, accessible, and cohesive user experience.
- Headed a full company rebrand initiative, modernising internal and external visual assets while maintaining brand consistency and accessibility standards.
- Designed and developed landing pages and email assets to support B2B PPC campaigns, optimising for conversion and generating Marketing Qualified Leads.
- Directing the creation of campaign, event, and promotional assets in partnership with Marketing, ensuring visual storytelling aligned with brand goals and delivered measurable results.

Achievements

- Completed the Experience Haus UX/UI Design part time course.
- Improved LinkedIn organic impressions and engagement by over 100%.
- Created Assets for a PPC Campaign which generated and increase in sales.

Checkatrade | Senior Graphic Designer | Nov 2019 - Mar 2024

Responsibilities

- Delivered design solutions across all departments, managing multiple briefs simultaneously while ensuring output was consistently on-brand and aligned with business goals.
- Collaborated with the Leadership Team to design visually engaging, easy-to-digest presentations for bi-monthly company town halls. Translating complex information into clear, compelling narratives.
- Partnered with UX and Brand teams to ensure cohesive design execution across all platforms, maintaining a consistent visual identity and enhancing user experience.
- Created branded templates and documentation for business-as-usual tasks, streamlining internal workflows and boosting team efficiency through well-organised, reusable assets.

Achievements

- Optimised our internal presentation process, allowing us to move from quarterly to bi-weekly presentations while saving time and ensuring minimal disruption to BAU activities.
- Achieved two outstanding achievement awards for going above and beyond for my stakeholders.

Totaljobs | Junior Graphic Designer/Arworker | Mar 2017 - Nov 2019

Responsibilities

- Mentored and trained new team members on the design process, supporting their development and ensuring consistency across creative outputs.
- Collaborated closely with stakeholders to understand project goals and deliver strategic, on-brand design solutions that met both creative and business objectives.
- Managed ongoing display advertising campaigns, ensuring all live assets remained current, accurate, and aligned with brand messaging.
- Acted as brand guardian for five sub-brands, maintaining all brand assets and serving as the final point of sign-off on design work. Ensuring consistency, quality, and alignment across all design assets.

Achievements

- Successfully on-boarded and trained three new team members on internal systems within four weeks, ensuring a smooth handover ahead of my transition to a new department.
- Supported in an increase in lead generation for our Display Advertising Campaigns.

FDK Design Solutions | Junior Creative Artworker | Oct 2016 - Mar 2017

Responsibilities

- Managed multiple design projects from concept to delivery, ensuring deadlines were met and client expectations were exceeded across a diverse portfolio of work.
- Prepared artwork for both digital and print production for clients including National Trust, Zoetis, and Surrey Chamber of Commerce, maintaining high standards of accuracy, and quality.
- Delivered polished, brand-aligned client presentations, supporting pitch work and project updates with clear, visually engaging materials.
- Maintained and updated ongoing marketing assets, ensuring all materials remained current, campaign-relevant, and consistently aligned with each client's brand guidelines.

Achievements

- Strengthened expertise in Adobe Photoshop, Illustrator, and InDesign by applying them to real-world design challenges across both print and digital media.
- Developed a strong understanding of brand identity and its effective implementation across both print and digital platforms to ensure consistency and visual impact.

Software

Graphic Design

Canva, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD and Adobe Acrobat.

Video

Adobe Premiere Pro and Adobe After Effects.

Web Development

WordPress, Figma, Sketch, HTML and CSS.

Business Software

Monday.com, Trello, Jira, Google Sheets, Google slides, Google Docs, Microsoft PowerPoint, Microsoft Word and Microsoft Excel.

AI

Chat GPT Business and Notion

Email Marketing

Force24 and Brevo.

CMS

SalesForce and SharePoint.

Skills

Graphic Design | Video Editing | Animation | Social Media Management | Email Design | General SEO Knowledge

Project Management | Attention to Detail | UI Design | UX Research | Brand Ownership | Digital Design | Print Design

Personal Interests

Outside of work, I'm passionate about travel and have explored a range of cultures through extensive trips abroad, including to New York, Sydney, and Tokyo. I'm also an active member of a local dance team, regularly performing at community events. Most recently taking part in UK Pride 2025, which was a proud and memorable experience.