



Juliette McAllister

Design Expertise...

An expert in UX & UI Design Thinking

I apply Design Thinking when approaching projects, conceiving innovative ideas that authentically connect with user needs. As a freelance designer, I take on large end-to-end design projects, including branding and websites.

- Consistently communicated complex ideas into intuitive UX-driven web and digital formats.
- Increased conversions within Legal, Tech, Retail, and FinTech using Design Thinking.
- Used human-centred design approach to improve user journeys.
- Researched & optimised each site I built for SEO.

13 years working in web design

- Coordinated full-scale teams for multiple large web builds at TruRating and entrepreneurcountry.
- Led an agency web build for Pomegranate Media - using card sorting, journey maps and prototyping to deliver a site presenting us as design industry leaders.
- Following audits, I carried out CTA, accessibility and content optimisation for landing pages, and customer stories at SaaS business Deltek.
- Now I design using efficiency tools such as Relume's low fidelity wireframe & sitemap generator, Finsweet Style System, Figma, UberSuggest and Webflow.

Fostering long-term connections

I've juggled multiple brands long-term (+4 years), including different websites and brand systems. Now I'm seeking a more stable role, so I can progress my career and focus on the design that matters. Industries served:

Tech, Legal, IT, Consulting, eCommerce, Automotive, Hospitality, FMCG, Fitness

Previous Roles

Creative Designer

**Dual nationality:
Irish (EU + NIE holder) & UK.**

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About

I'm a Creative Designer and Marketer with 13 years' experience working with startups and large corporations. I bring a strategic and hands-on approach with a proven record of resilience and results in enhancing brand visibility and client engagement, through targeted marketing strategies and Design Thinking.

Education

Shillington College 2021:
(Graphic Design)

University of Manchester 2008-2011:
(BSc (Hons) 2.1 Management)

Thorpe St Andrew School 2000-2007:
A Levels: Sociology (A), History (A),
English Lit (B), General Studies (B)

Technical Skills

Design Software Expertise:
Adobe Creative Suite: InDesign,
Photoshop, Lightroom, Illustrator,
Premiere Pro, Adobe Express

Wireframes & Prototyping:
Figma, Webflow, Relume

Project Management:
Trello, Asana, Notion, Jira,
Eloqua, Clockify

Marketing:
Google Analytics, LinkedIn Advertising,
Meta Advertising, organic social:
Instagram, Fb, X, LI, Ubersuggest

juliettemdesigns.com

Creative Design Freelancer

Jan 2020 - Present

Consultancy, art direction, brand
development & asset creation.

500 + digital & print assets designed

110 webpages designed & built
(mainly Webflow)

10 brand systems developed

1.5k professional portrait &
product photos taken.

Deltek Ltd

Senior Digital Marketing Specialist

Aug 2017 - Dec 2019

Enhanced the customer journey,
increasing conversion rates by 250%
through optimised blog content and
strategic engagement initiatives.

Managed LinkedIn EMEA Ad campaigns.

Improved organic traffic to the EMEA
blog by 102% (SEO & content strategy).

TruRating

Marketing Specialist

July 2014 - Dec 2016

Directed multiple website and branding
projects to help scale a tech startup.

Research, organisation, and promotion
for over 20 international events.

Produced all product, sales, customer
care and pitch deck collateral.

Pomegranate Media

Marketing Manager

Jan 2017 - July 2017

entrepreneurcountry

Marketing Manager

Nov 2013 - Jun 2014

Hogan Lovells

Recruitment Marketing

June 2013 - Nov 2013

The Gateway

Head of Marketing

Aug 2011 - June 2013