



Juliette McAllister

Senior Web & Brand Designer specialising in brand systems, campaign design and UX-aware layouts.

10+ years in digital marketing and 6+ years in dedicated design roles, creating high-performing web, campaign and brand experiences across SaaS, tech, eCommerce and regulated sectors. Experienced in translating commercial goals into landing pages, web design systems, campaign assets and UX-aware layouts that support conversion, clarity and brand consistency. Combines strategic marketing understanding with hands-on execution across Figma, Webflow, Shopify, Adobe Creative Suite and AI-assisted design workflows.

Focus:

Web design · Landing pages · Brand systems · Performance creative · UX-aware layouts · Campaign design · AI-assisted workflows

Senior Designer



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

Location: Malaga

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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 & Motion

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Bannerflow, Lightroom

UI & Web

Figma, Webflow, Relume, Instapage, Shopify

AI-assisted Design

Firefly, Midjourney, Runway, FreePik

Project Management

Trello, Asana, Notion, Jira, Eloqua, Clockify, Monday

Marketing

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

Design Roles

BOYLE Sports

Graphic Designer | Gibraltar / Hybrid

Oct 2024 - Present

Design digital campaign assets, landing pages and performance creative across PPC, affiliate, press and owned channels in a fast-paced regulated environment.

Translate commercial briefs into clear, high-converting visual outputs with strong hierarchy, messaging clarity and brand consistency.

Produce high volumes of static, banner, GIF and landing page content using Photoshop, InDesign, Illustrator, Bannerflow, Instapage, After Effects and AI tools.

Supported a business-wide rebrand rollout across 750+ landing pages, maintaining consistency under tight deadlines and complex stakeholder requirements.

Freelance Creative Director

Brand, Web & Campaign Design | EU

Jan 2020 - July 2025

Led web, brand and campaign design projects for clients across tech, SaaS, legal, IT, consulting, eCommerce, automotive, hospitality, FMCG and fitness.

Designed and built 110 webpages, mainly in Webflow, with a focus on UX-aware layouts, clear messaging and conversion-conscious design.

Developed 10 brand systems spanning visual identity, digital application and campaign consistency.

Delivered over 500 digital and print assets across websites, campaigns, social, collateral and launch materials.

Provided art direction, brand development and visual strategy from concept through execution.

Marketing Roles

Deltek Ltd

Digital Marketing Specialist | London

Aug 2017 - Dec 2019

Designed and supported UX-led content and campaign content that contributed to a 250% increase in conversion rates.

Designed and delivered campaign creative, landing pages, and sales collateral supporting EMEA growth.

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

Pomegranate Media

Agency Marketing Manager | London

Jan 2017 - July 2017

Developed a comprehensive six-month marketing strategy

Managed all lead generation activity: journey mapping, landing page ideation and sketching, email creation, event participation.

Oversaw the design of a new corporate website (scope, ideation, UX)

TruRating

Marketing Executive | London

July 2014 - Dec 2016

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

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

Led design and content for all product, sales, customer care and pitch deck collateral.

EntrepreneurCountry

Marketing Manager | London

Nov 2013 - June 2014

Hogan Lovells

Recruitment Marketing | London

June 2013 - Nov 2013

The Gateway

Head of Marketing | London

Aug 2011 - June 2013