



Creative Digital Designer

Personal Statement

I'm a Print & Digital Designer with 8+ years of experience across graphic design, brand identity and a developing digital product design portfolio. I bridge the gap between visual craft and digital product thinking, bringing a strong eye for aesthetics and brand understanding to every project, from campaign creative and visual identity through to ecommerce UX and customer journey design. I have worked in-house and freelance across retail, ecommerce and B2B environments, and my strengths lie in my ability to work across a wide range of briefs from hand-drawn illustration and packaging design to technical white papers and performance digital creative. My work is always grounded in research, but led by a genuine belief that the best digital experiences look and feel right for the brand they represent as well as working beautifully for the people using them.

"Suzie was a fantastic asset to our team. She picked up our ethos and character of our family business really quickly and was able to communicate this brilliantly and creatively through design and digital content right from the start"

Todd Trethowan - Ex-employer

Experience

March 2025 - Present

Dobell - Brand Lead

- Built Dobell's first formal brand guidelines from multi-source customer insight (240-response customer survey, GA4, Trustpilot, Meta data), using Benefits Ladder and Golden Circle frameworks
- Developed and owned the visual identity and creative direction across every channel (campaign creative, web, email, paid social, packaging and print) ensuring a consistent and commercially effective brand expression
- Led a full ecommerce redesign from UX research through to developer-ready Figma specs, covering every major surface: homepage, category pages, PDPs, editorial CMS pages, shopping bag and checkout
- Identified UX friction through Hotjar heatmaps, click maps and customer survey data, validating key design decisions with A/B testing throughout
- Redesigned the email sign-up pop-up, increasing visitor-to-subscriber conversion from 0.55% to 2.61% (a 369% increase, 4.7x more effective)
- Mapped and designed Dobell's complete customer email journey from scratch
- Managed a modular Figma component system and cross-team Adobe based templates for campaign assets, enabling consistent rollout across web, email, paid social, affiliates and PMAX
- Raised Meta ROAS 150% year-on-year through campaign creative concept, design and copy;
- Delivered the entire ecommerce redesign on a legacy Magento codebase with just £200 in external dev support, using Locofy to bridge the gap between Figma and production code

February 2024 - March 2025

Dobell - Creative Manager (Mat Cover)

- Designed all email campaigns in Bloomreach achieving 20-34% open rates and £135k in attributed revenue (4% of total sales)
- Art directed seasonal campaigns end-to-end, producing developer-ready assets and campaign guides for rollout across all digital channels
- Delivered professional studio photoshoots at ~£1,500 per shoot through meticulous supplier and budget management
- Designed across packaging: mailing bags, swing tags, shoe boxes, suit bags and business cards; managed external suppliers, multiple materials and finishes
- Produced short and mid-form campaign videos in Final Cut Pro for email, social, web and affiliate channels
- Developed speculative suit lining prints for Dobell

Experience cont.

March 2021 - September 2023

FermionX Ltd - Graphic Designer & Marketing Assistant

- Designed a House of Brands architecture for three related brands operating without clear structure, establishing FermionX Group as a parent identity to resolve market confusion
- Led the full rebrand of Airbox Sampling Products including brand identity, guidelines, and creative direction on photography and videography
- Designed printed marketing materials and large document layouts including white papers, user manuals, product flyers and quick start guides
- Designed marketing collateral and social media, cards maintaining brand consistency across all channels

March 2021 - March 2023

Trethowan Brothers - Graphic Designer (Part Time)

- Social media content, e-commerce inserts, image retouching and creative direction on photography

2018 - 2023

Catnap Design London - Founder of own brand of illustrated products

- Created and managed an illustrated ecommerce product range end-to-end: product design, packaging, Etsy store, campaigns across Google Ads, Facebook and Instagram
- Managed all finances and budgets as a sole trader; organised and art directed product lifestyle photography

2015 - Present

Freelance Graphic Designer & Illustrator

- Brand identity, illustration, packaging, editorial and marketing collateral for clients including Alex Monroe, The Royal British Legion and The Scouts Association

2014 - 2015

Fenwick Bond Street - Visual Display Assistant

- Design and upkeep of store window displays and all visual features including signage, mannequins and pop-ups

Education

Professional Certificate in UI Design — UX Design Institute

BA Illustration
University of Westminster
First Class Honours, 2009-2012

Art and Design Foundation
City College Brighton and Hove
2008-2009

3 A-Levels (B,B,C,)
10 GCSEs A*-C

Software

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Fresco)
Final Cut Pro
Figma
Bloomreach/Exponea
Webflow
HTML · CSS · JavaScript (basic)

Summary

Visual Identity Systems
Graphic Design (Print & Digital)
Illustration
User Journey Mapping
Ecommerce UX
Design Systems
Creative Problem-Solving
Budget Management

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References on request