

Web, brand & digital designer

WEB DESIGN - ECOMMERCE - BRAND IDENTITY - EMAIL DESIGN

I turn complex briefs into clear, considered digital experiences. Currently designing responsive client websites at it'seeze, with earlier experience spanning Shopify, CRM and email, brand identity, campaigns and print. I combine strong visual judgement with practical implementation and detailed QA.

01 EXPERIENCE

Web Designer

it'seeze | Exeter

JUNE 2026 - PRESENT

- Design responsive client websites from brief through to launch, shaping information hierarchy, UX and visual direction.
- Build and refine layouts within a flexible CMS template system, adapting components and styling across desktop, tablet and mobile.
- Collaborate with franchisees, developers and clients to interpret feedback, solve layout issues and complete detailed accessibility, SEO and functional QA.

Creative Designer

Eversfield Organic / The Organic Butchery | Devon

JANUARY 2022 - SEPTEMBER 2025

- Led brand and digital design across ecommerce, CRM, campaigns, packaging and printed touchpoints.
- Designed and built Shopify sections and category pages using apps and custom code, strengthening product information, trust signals and box-building UX.
- Planned and implemented Klaviyo campaigns and automated flows; email open rates increased from approximately 50% to 65-70%.
- Delivered an urgent rebrand and rollout across customer touchpoints within a three-month, low-budget programme.

Freelance Graphic Designer

natashalaw.uk / freelance

AUGUST 202 - PRESENT

- Designed websites, visual identities and print and digital collateral for SMEs.
- Managed client relationships from concept presentation through revisions and final delivery

02 CAPABILITIES

WEB & UX

Responsive web design
UX and content hierarchy
Wireframes and prototyping
Accessibility checks
SEO titles and metadata

PLATFORMS

Webflow
Shopify
Klaviyo
CMS template systems

CODE

HTML and CSS
Shopify Liquid and JSON

DESIGN TOOLS

Figma
Adobe Photoshop
Illustrator and InDesign
Premiere Pro and After Effects

03 EDUCATION

BA GRAPHIC COMMUNICATION WITH TYPOGRAPHY

University of Plymouth
2013

FOUNDATION DIPLOMA GRAPHIC DESIGN

Exeter College
2010