natasha law

Devon, UK | 07510 305367 | law.natasha@gmail.com | natashalaw.uk

# 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 & Marketing 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, designed 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