



Vanessa Leng

Graphic Designer / Creative Artworker

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Employment history

Artworker, Accenture Interactive Ltd July 2021 - April 2022

Freelance artworker for Accenture client: Jaguar and Land Rover. Artworked printed and interactive brochures and an assortment printed marketing collateral i.e adverts, letterheads, billboards. Worked remotely with London Spark44 teams and liaised with project managers to ensure work was delivered to spec and established guidelines.

Artworker, Spark44 Ltd June 2017 - July 2021

Provided technical artworking services and quality control for Jaguar and Land Rover printed and interactive brochures. Liaised with Creative, Digital Experience and Global Market teams and stakeholders; flagging any issues/inconsistencies that may arise.

Artworking for Jaguar and Land Rover brochures | Prepared and edited product brochures for all JLR global markets. Adhered to strict corporate guidelines and templates, utilised styles, scripts and greps for pixel perfect consistency and accuracy. Setup global master brochures for new model year nameplates - adapted raw files from designers and set up file for master template to meet different market and language requirements and utilised effectively across different markets.

Prepared files pre and post translation | Translation crafting and typesetting for foreign language markets i.e Russia and Asia Pacific markets. Set up and ensured all market fonts and styles are correct; from line breaks to market specifications i.e numerals, decimals, hyphens are accurately applied. Lead artworker for crafting translated Japanese brochures.

CRM Emailers | Artworked and created mock-ups for the CRM team, monthly emailers and newsletters for Jaguar and Land Rover markets. Adhered to guidelines and customised a variety of templates for use across JLR marketing emails.

Graphic Designer, Vax Ltd June 2017 - July 2021

Delivered design requirements of the digital marketing assets for all TTI Group Floorcare Brands inc. Vax, Dirt Devil and Oreck. Designed digital marketing assets from web promos, social media content, animated presentations and digital display advertising assets.

Animated display banners | Delivered marketing messaging/concept design/storyboard and build of HTML5 compatible animated digital display advertising for publishing on DoubleClick. Experienced in concept creation as well as copywriting for new and existing product campaign launches at Vax.

Web design | Designed landing pages and e-commerce sites like the Vax Sale website, international branches of the brand and website assets for Vax.co.uk promotional campaigns. Streamlined Vax Sale website customer journey and contributed to a significant reduction in bounce rates (-28%) and a large increase in transactions, page views and mobile traffic. Improved UX/UI design for product and checkout pages and devised responsive layout.

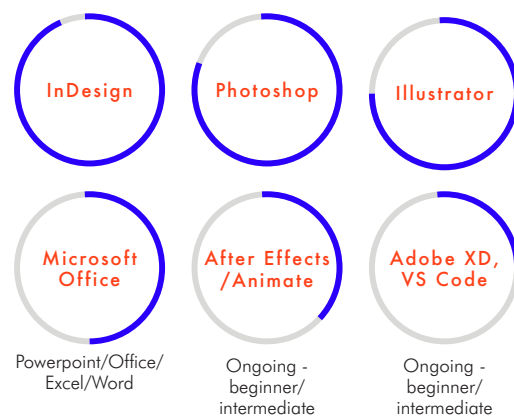
CRM Emailers and E-shot designs | Designed email marketing assets for sales promotions, product launches, review generation, follow-up and after sales support emails. Worked closely with CRM teams to create engaging concepts and messaging for specific sales objectives.

About Me

A multi-disciplined designer with experience in print and digital design. Experienced in copywriting for internal blogs, social media content and creating simple animations. Successfully delivered digital and print assets for brands in a wide range of corporate sectors including retail, automotive, floorcare, financial, educational, medical and hospitality.

Software & Competencies

A fast learner, adept at learning and utilising different technologies, management systems and workflows like Workfront and Workamajig. Motivated to initiate personal development. Currently learning front end web development and Adobe After Effects.



Design and artworking for print production

Graphic design for print and web

Photo editing and manipulation

Web Design / UI/UX design

Digital content creation/copywriting

Animation and Video Editing (Currently learning)

HTML5 / CSS / JavaScript / React (Basic)



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Employment history (continued)

Online retailer campaigns | Designed and created assets for homepage takeovers, spotlight campaigns, static and animated banners for Vax's retailers such as Amazon, Argos, Curry's, Very and Littlewoods.

Social media | Designed content and creative campaigns for social media. Delivered social media assets for creative teaser and product launches alongside TV advertising campaigns. Created animated content that drove engagement which included organic and paid social media advertising on social media platforms such as Facebook (e.g. Canvas and Carousels), Twitter and the Vax Blog.

Print Artworking | Delivered artwork for carton artwork packaging and machine graphics, user guides and Argos Catalogue pages.

Copywriting for social media campaigns | Experienced in creating concepts and devising marketing messaging for minor marketing campaigns on social media eg. Euro's football facebook advertising canvas campaign. Initiated meetings to collaborate with the social media manager to research and implement ideas to help drive engagement for the brand's seasonal social media campaigns.

Animated Content | Created animated internal presentations and animated Gifs for emailers and social media.

Graphic Designer, WebsynergiDesign Ltd Sept 2008 – May 2011

Designed digital and print assets for independent and small to medium scale business clients from financial, educational, medical and hospitality sectors.

Web design | Designed and conceptualized websites on projects such as Sony Playstation Rewards, Roux at Parliament Square and Diamond Dealers. Worked with clients from various sectors such as financial, educational, medical and hospitality.

E-comm web design | Designed websites and e-commerce mock up interfaces to ensure all appropriate and required functionality was in place. Worked on projects that incorporated usability and accessibility for the user and liaised regularly with developers. Redesigned company website and microsites.

Corporate identity | Delivered logo and corporate identity design. This included brochures, leaflets, corporate stationery and marketing flyers.

Brochure design | Created branded marketing collateral whilst ensuring the brand guidelines are adhered to. Designed corporate brochures for luxury property surveyors (Rigby & Rigby) and corporate financial reports (Treadsetters).

Flash animation | Created animated content for use in websites banners, emails and flash presentations.

Email design | Designed newsletter templates and e-shots for a variety of clients and sectors. Considered varied requirements and target audience of email clients. Utilised e-mail marketing system to add and send E-shots/newsletters.

Powerpoint presentations | Designed PowerPoint presentations for internal business tenders and corporate presentations. From UK trade & Investment and medical professionals within the NHS.

Other | Researched and drafted content for the company's specialist services i.e email marketing, social media and; print and design services. Attained printing costs, quotes and specifications. Retouched product photography for client websites.

Competencies

Teamwork & Collaboration | Collaborating with other team members of the studio from 3D rendering teams to web developers. Taking creative direction from senior designers to ensure the final product is on-brand and fits the requirements of the brief.

Time management and organisation | Able to adhere and deliver work to set deadlines. Sensible in approach to problem solving and finding practical solutions that are suitable to the brief, timescales and budget. Experienced in using time and asset management tools like Workamajig, Workfront and Censhare.

Multi-discipline designer | Comfortable in designing for print and web. Experienced in highly technical print artworking for brochures and packaging. Comfortable working in a commercial environment.

Self-improvement | Motivated to initiate personal development. Enjoy learning new software and skills, and taking training courses.

Photo editing | Proficient in using photoshop to create scamps and mock-ups, as well as doing basic retouching and comping stock photography to create and enhance artwork.

Bilingual | Fluent in English and Bahasa Malaysia. Basic understanding of Mandarin. Japanese (ABC Entry Level – Speaking and Listening).

Finalist for work placement opportunity at The Partners, London design agency in 2008.

Education & Qualifications

SheCodes : Plus, Responsive, React Coding Bootcamp
SheCodes

2021

BA (Hons) Graphic Communication (2:1)
University of Wolverhampton

2006 – 2008

Diploma in Computer Graphic Design
Cosmopoint Institute of Technology, Malaysia

2003 – 2005

Malaysian Certificate of Education (O-level equivalent), GCSE English (B)

St. Cecilia Convent Secondary School, Malaysia

2002