

# LEANNE BISBY-SMITH

## SENIOR CREATIVE DESIGNER & ILLUSTRATOR



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Hello! I'm Leanne, a Senior Creative Designer with 13 years' experience delivering integrated campaigns and creative solutions across digital, print, social and brand. Skilled in creative direction, design, brand development and leading projects from concept to execution. Passionate about creating commercially successful, insight-driven design and branding that strengthens and engages audiences.

## AWARDS & RECOGNITION

- *Design Against Fur*  
International design competition.  
Special Commendation Award
- *The Drum Big Bus Challenge*  
Finalist, my creative was ranked in top 20 out of over 400 UK entries.
- *Guest Lecturer at Cardiff University*  
Teaching an advertising class on concept inspiration and development
- *Portfolio crits at Cardiff University*  
Sitting with Design and Advertising students to review their portfolios and offer advice.

## EDUCATION

*BA Hons Design For Advertising*  
Swansea Metropolitan University  
2008 - 2011

## EXPERIENCE

SENIOR CREATIVE DESIGNER / BRAND DESIGNER / ILLUSTRATOR  
*SB, London & remote | Feb 2022 - Sept 2026*

- Developed creative solutions for integrated change communication campaigns across digital, print, interactive learning and social.
- Converted behavioural science insights into engaging, audience-focused designs and layouts.
- Designed brand identities, evolved visual assets and built brand illustration systems.
- Developed motion graphics and animated content with Adobe After Effects
- Responsible for creative projects from initial brief, through concepts, to execution.
- Designed websites, digital and social content, editorial publications, event materials, presentations, illustrations, animation storyboards and instructional learning assets.
- Conceptualised and delivered campaign creative; combining strategic thinking with strong visual design to deliver effective communication outcomes, across a range of media and platforms.
- Managed multiple concurrent projects, in a fast-paced environment, balancing competing priorities while maintaining a high standard of creative execution.
- Worked across a diverse client portfolio, including multiple projects for NPSA, a UK national security authority.
- Worked collaboratively and presented creative concepts and design rationales to clients.

SENIOR CREATIVE DESIGNER / ILLUSTRATOR / BRAND DESIGNER  
*S3 Advertising, Cardiff | Jan 2014 - Nov 2021*

- Joined the agency as its second Creative, contributing to its growth from 6 to 44 employees over a near eight-year period.
- Delivered integrated creative campaigns across branding, art direction, illustration, advertising, and pitch development for a diverse client portfolio.
- Led creative projects from concept through to delivery, producing strategic, audience-focused design solutions across multiple sectors.
- Mentored and supported junior designers, fostering creative development and maintaining high design standards.
- Collaborated closely with clients and cross-functional teams to develop effective, insight-driven campaigns.
- Produced creative work for clients including the National Farmers' Union, National Trust, Public Health Wales, Pride Cymru, Clogau Gold, Bounce Foods, Foster Wales, Beat Flu, the National Botanic Garden of Wales, and The Wine Caverns/MDCV.

ART DIRECTOR AND DESIGNER INTERNSHIP  
*RAPP, London | Jan - Aug 2012*

ART DIRECTOR INTERNSHIP  
*Billington Cartmell, London | 2011 - 7 weeks*

## SKILLS

|                   |                    |                      |
|-------------------|--------------------|----------------------|
| Photoshop         | Creative Direction | Storyboarding        |
| Illustrator       | Print              | Illustration         |
| InDesign          | Out-of-Home        | Design for Social    |
| After Effects     | Storyboarding      | Scamping             |
| Brand Design      | Illustration       | Web Design           |
| Digital Design    | Design for Social  | Digital Illustration |
| Creative Strategy | Packaging Design   | Presentation Design  |
| Accessible Design | Pitching           | Creative Mentoring   |