Leanne *Bisby-Smith*

SENIOR CREATIVE DESIGNER/
BRAND DESIGNER


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Hello! I'm Leanne, a Senior Creative Designer with 13 years' agency experience delivering integrated campaigns and creative solutions across digital, print, social and brand. Skilled in creative direction, graphic design, brand development and illustration, with experience leading projects from concept to execution. A lifelong love of art, design and illustration fuels my curiosity, passion and drive to develop engaging, crafted creative.

Awards & Engagement

+ *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

SBC, London & remote | Feb 2022 - Sept 2026

- Developed creative solutions for integrated change communication campaigns across digital, print, brand, interactive learning and events.
- Converted behavioural science insights into engaging, audience focused designs and layouts; including developing the visual identity of BEHAVES, a behavioural science academy, from the ground up.
- Designed brand identities, evolved visual assets and built brand illustration systems. Including a comprehensive asset bank for SBC.
- 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, working with sensitive data.
- Worked collaboratively and presented creative concepts and design rationales internally and to clients.
- Spearheaded accessibility training for the design team and created agency templates and asset banks to ensure correct use of brand.

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, including bilingual formats.
- Mentored and supported junior designers, fostering creative development and maintaining high design standards.
- Collaborated closely with clients and internal teams to develop effective, insight-driven campaigns, including an integrated experiential, OOH, digital, and PR campaign for a nut bar that reached 2.4 million people and secured it's goal of being stocked in the UK's top four major supermarkets.
- 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.

Skills

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