

LAURA POTTS

D I G I T A L D E S I G N E R

Digital Designer with extensive experience in developing materials from inception through production to final delivery. Well-versed in social media trends and technologies to deliver engaging content for AR, DOOH, Instagram and TikTok.

EXPERIENCE

● Junior Digital Designer

● Mid Weight Digital Designer

This is Tommy | February 2019 - Present

- Managing, producing and designing projects throughout their creative process.
- Attend client meetings to discuss requirements, objectives and work closely throughout projects to create and conceive designs.
- Keeping up to date on social media trends specifically on TikTok. Understanding the platform's users activities and to collaborate with the Creative team on pitches being the go to designer who informs the team on trends and the platform's tech updates.
- Produce new ideas and concepts, developing designs and redefining design briefs in accordance to time and restrictions.
- Present finalised ideas and concepts to clients.
- Collaborate with the design and production teams, to deliver high quality designs on time.
- Overseeing Interns and Junior Designers on projects from conception to production, teaching how to use new software and ensuring adequate quality control measures are in place.

● Digital Assistant Intern

The Smarty Train | September 2018 - December 2018

Responsible for collaborating with the events and delivery team to produce various creative materials and provide digital design input within both client and internal projects.

CONTACT

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SKILLS



- Graphic Design
- Video Editing
- AR
- Motion
- Art Direction

CLIENTS



EDUCATION

Brighton University

Bsc Hons Digital Media
2:1

Langley Park School for Girls

A Levels B-C
10 GCSEs B-C