



# ELIZA FALLON

SENIOR DIGITAL DESIGNER

## CONTACT

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## SKILLS

- UX/UI Design & User-Centered Design
- Digital Illustration
- Branding & Visual Identity
- Campaign & Marketing Design
- Design Strategy & Concept Development
- Cross-Functional Team Collaboration & Project Coordination

## TOOLS

- Design & Prototyping:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects), Figma
- Project Management & Collaboration:** Monday.com, Jira
- Marketing & Analytics:** SEMrush, HubSpot, Buffer
- Web & Email Design:** Mail Chimp, Campaign Manager, WordPress, HTML/CSS basics
- Productivity:** Microsoft Office Suite, Microsoft Teams

## EDUCATION

**BA (Hons) Illustration and Visual Communication**  
Grade: 1:1

University of Westminster  
London, UK  
2014 - 2017

## PROFILE

Creative and strategic Senior Digital Designer specialising in Fintech, with a track record of turning complex financial products into clear, engaging, and user-friendly digital experiences. Adept at working in fast-paced, high-pressure environments, building strong relationships with teams and stakeholders alike. Highly skilled in digital design, illustration, and UX/UI, delivering solutions that balance innovation, usability, and business impact.

## WORK EXPERIENCE

### Senior Digital Designer

Uinsure / Manchester (Remote) / Nov 2022 - Present

- Lead the design and delivery of user-centered digital experiences for Uinsure's insurance and fintech products, ensuring interfaces are clear, intuitive, and visually engaging.
- Collaborate closely with product, marketing, and development teams to create cohesive digital campaigns, email templates, web assets, and interactive tools that drive customer engagement and business growth.
- Streamline design workflows and maintain brand consistency across all platforms, leveraging illustration, UX/UI, and digital asset expertise to enhance both functionality and aesthetics.

### Senior Marketing Executive

MTI / London / May 2022 - Nov 2022

- Developed and executed integrated marketing campaigns across digital and offline channels, increasing brand awareness and lead generation for MTI's cybersecurity solutions.
- Managed content creation, including social media, email marketing, and website assets, ensuring messaging was clear, on-brand, and aligned with business objectives.
- Collaborated with sales and product teams to optimise marketing strategies, track performance metrics, and drive measurable business growth.

### Marketing Executive

SiteDefender / Henfield / Aug 2020 - May 2022

### Chalet Manager

Skiworld / Alp D'Huez / Nov 2019 - Apr 2020

### Account Executive

Hunter Design / Windsor / Nov 2018 - Nov 2019

### Illustrator

Freelance / London / Jul 2018 - Nov 2018

### Leatherworker

The King, Assigned Productions / Contract / Apr 2018 - Jul 2018

### Armourer

Outlaw King, Loudoun Productions / Contract / Jun 2017 - Jan 2018