Juliette McAllister

Senior Designer

Senior Web & Brand Designer specialising in brand systems, campaign design and UX-aware layouts.

10+ years in digital marketing and 6+ years in dedicated design roles, creating web, social, print and brand experiences across SaaS, tech, eCommerce and regulated sectors. Experienced in translating commercial goals and content plans into responsive web page layouts, campaign creative, social content, print collateral and UX-aware design systems. Combines strategic marketing understanding with hands-on execution across Figma, Webflow, AI tools, and Adobe Creative Suite, working from concept and creative direction through to final files.

Focus:
Web design · Responsive layouts · Brand systems · Social & campaign design · Print collateral · UX principles · Production-ready design · AI-assisted workflows

Dual nationality: Irish (EU + NIE holder) & UK.

Location: Malaga

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Portfolio: juliettemdesigns.com

Phone: +34 602 412 274

Education

Shillington College 2021:
(Graphic Design)

University of Manchester 2008-2011:
(BSc (Hons) 2.1 Management)

Thorpe St Andrew School 2000-2007:
A Levels: Sociology (A), History (A), English Lit (B), General Studies (B)

Technical Skills

Design & Motion
Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Bannerflow, Lightroom

UI & Web
Figma, Webflow, Relume, Instapage, Shopify, Responsive design, UX principles

AI-assisted Design
Firefly, Flora, Runway, FreePik

Project Management
Trello, Asana, Notion, Jira, Eloqua, Clockify, Monday

Marketing
Google Analytics, LinkedIn Advertising, Meta Advertising, Organic social: Instagram, Fb, X, LI, Ubersuggest, Salesforce

Design Roles

BOYLE Sports

Graphic Designer | Gibraltar / Hybrid

Oct 2024 - Present

Design digital and print campaign assets, social content, landing pages and performance creative across PPC, affiliate, press and owned channels in a fast-paced environment.

Translate briefs into clear, high-converting visual outputs with strong hierarchy, messaging clarity and brand consistency.

Produce high volumes of static and social creative, banners, GIFs, landing pages and print collateral using Photoshop, InDesign, Illustrator, Bannerflow, Instapage and After Effects.

Supported a rebrand rollout across 1,000+ landing pages, maintaining consistency under tight deadlines and stakeholder requirements.

Freelance Creative Director

Brand, Web & Campaign Design | EU

Jan 2020 - Present

Led web, brand, social and print projects across clients and industries, from concept and creative direction through to final delivery.

Designed and built 110+ responsive web pages in Webflow, translating content requirements into polished layouts with clear hierarchy and UX principles.

Developed 13 brand systems and brand guidelines spanning visual identity, digital application, social, web and campaign consistency.

Delivered 500+ digital and print assets across websites, campaigns, social, collateral and launch materials.

Prepared print-ready artwork with bleed, correct colour modes and supplier-ready files.

Marketing Roles

Deltek Ltd

Digital Marketing Specialist | London

Aug 2017 - Dec 2019

Designed and supported UX-led content and campaign content that contributed to a 250% increase in conversion rates.

Designed and delivered campaign creative, landing pages, and sales collateral supporting EMEA growth.

Improved organic traffic to the EMEA blog by 102% (SEO & content strategy)

Pomegranate Media

Agency Marketing Manager | London

Jan 2017 - July 2017

Developed a comprehensive six-month marketing strategy

Managed all lead generation activity: journey mapping, landing page ideation and sketching, email creation, event participation.

Oversaw the design of a new corporate website (scope, ideation, UX)

TruRating

Marketing Executive | London

July 2014 - Dec 2016

Directed multiple website and branding projects, guiding design to help scale a tech startup.

Research, organisation, and promotion for over 20 international events.

Led design and content for all product, sales, customer care and pitch deck collateral.

EntrepreneurCountry

Marketing Manager | London

Nov 2013 - June 2014

Hogan Lovells

Recruitment Marketing | London

June 2013 - Nov 2013

The Gateway

Head of Marketing | London

Aug 2011 - June 2013