

HEIDI HOUZET

GRAPHIC & UX/UI DESIGNER

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SUMMARY

Strategic and conceptual Senior Designer with over 15 years of experience delivering high-impact creative solutions for global B2B and B2C brands. Proven track record in leading digital transformations and rebranding legacy product series (Readers, Classic Tales) to ensure viability into the 2030s. Expert at navigating cross-functional stakeholder environments and managing offshore production to achieve significant cost-efficiency without compromising design integrity. A resilient collaborator adept in Agile environments, driving brand consistency across digital and retail channels from concept to delivery.

CORE SKILLS

Brand identity | Typography | Accessibility | Agile/JIRA environments | Cross-functional collaboration | Wireframing | Interactive Prototyping | Adobe Creative Suite | Figma | UX Design | Project management | Social media/email assets | Design thinking | GenAI | Stakeholder engagement | Presentations | Style guides

WORK EXPERIENCE

Senior Graphic Designer | Oxford University Press

October 2012 - December 2025

- **Digital Transformation:** Championed the transformation of 500+ ELT titles, translating complex pedagogical requirements into responsive digital narratives.
- **Strategic Rebranding:** Spearheaded the 100% design-driven rebranding of Classic Tales and Readers series to modernize legacy assets.
- **Operational Efficiency:** Driven significant cost-efficiencies by transitioning production to offshore suppliers and creating rigorous visual conversion instructions.
- **Stakeholder Leadership:** Facilitated collaboration between 30+ stakeholders to plan an on-site 'Mock Classroom' for design-led persona testing.
- **Innovation:** Utilized AI sandbox environments to build prompts for component creation automation.
- **Technical Mastery:** Independently managed digital updates and harmonized code across multiple backlist series using CSS and XML.
- **Project variety:** Created course brands, course books, brand guidelines, and marketing materials, like landing pages, email banners, and social-media assets.

Senior Designer | MCC Design

August 2010 - September 2012

- Devised conceptual design solutions for interactive touchscreens and Graphical User Interfaces (GUIs), specifically tailored for physical environments and retail-adjacent spaces.
- Collaborated closely with developers to implement UX/UI best practices, ensuring visual narratives remained consistent and functional across web and interactive platforms.
- Managed end-to-end design projects, including liaising with suppliers, ensuring high-resolution standards, and preparing files for multiple outputs.
- Proactively integrated QR codes into traditional print brochures and promotional materials to drive digital user engagement, effectively bridging physical and digital channels.
- Served as the primary point of contact for a diverse portfolio of B2B and B2C clients, including medical manufacturers and high-profile educational institutions such as Wycombe Abbey School.
- Created visual brand designs, brochures, websites, landing pages, email banners, large-scale exhibition stands, and promotional videos.

Freelance Graphic Designer | Self-employed

August 2005 - March 2009

- Partnered with copywriters to ideate and execute high-stakes advertising campaigns for Global B2B and B2B2C clients, including American Express, IBM, and BT.
- Delivered a diverse portfolio of 70% print and 30% digital assets, including retail-focused collateral, web banners, and emails, ensuring seamless brand consistency across all consumer touchpoints.
- Collaborated with subject matter experts to storyboard training videos, demonstrating a proactive willingness to experiment with new formats.
- Managed personal schedules, client liaison, and project budgets for large-scale agencies, consistently meeting deadlines for fast-turnaround campaigns.
- Executed projects including logo and brand designs, brochures, websites, email templates, eNewsletters, large-scale exhibition stands, and promotional videos.
- Served as an Art Director and Senior Designer for agencies and private clients on a contract basis.

Senior Designer & Artworker | Crammond Dickens Lerner & Partners Ltd

March 2002 - July 2005

- Developed award-winning advertising and corporate identities from concept to final artwork for clients including Diageo, Orange Glo, and Whitbread.
- Assigned and directed design teams for large-scale integrated campaigns.
- Produced diverse collateral, including exhibition stands and point-of-sale materials.
- Designed advertisements, brochures, booklets, corporate identities, presentations, exhibition stands, and Point of Sale materials, managing projects from concept through to final artwork.
- Managed and art-directed a design team for photographic campaigns.

Earlier Experience Highlights

- **Mid-weight Designer (Kingsway Advertising):** Created recruitment campaigns for the NHS and The Body Shop.
- **Junior Designer (Lindsay Smithers-FCB):** Produced packaging for Sasko Bread and Rothmans International.

PROJECTS & KEY ACHIEVEMENTS

- **Oxford UX Jam (2026):** Performed rapid ideation and low-fidelity prototyping to address student needs in higher education.
- **ERF Language Learner Literature Awards:** Received 15 separate Gold & Silver awards for OUP ELT Readers (2015-2025).
- **Asia EdTech Global Silver Award:** Recognized for Oxford Reading Club (2024).
- **New York Book Industry Guild Award:** Best School Ancillary Series for Oxford Discover (2014).

EDUCATION & CERTIFICATION

SkillUp Generative AI: The future of UX UI Design	2026
SkillUp UI/UX Wireframing and Prototyping with Figma	2026
Google UX Design Professional Certificate	2025
Google AI Essentials	2025
Designing & Delivering Great Customer Experience	2022
Graphic Design Diploma, Ruth Prowse School of Art	1994