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. 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 | Search Engine Optimisation (SEO) | Marketing Analytics | E-commerce | Data-Driven Decision-Making | Shopify | Digital Marketing | Data Storytelling

Work experience

Freelance Digital Project Manager & UX Consultant | Self-employed

January 2026 – current

- **Client Engagement & Delivery:** Acting as primary client contact and project lead for website redesign and digital marketing initiatives, managing requirements, scope, timelines and stakeholder expectations.
- **Project Planning & Commercial Analysis:** Conducting platform evaluations, supplier research and cost analysis to support budgeting, resource planning and delivery decisions.
- **Digital & AI Capability Development**: Completed professional development in Generative AI, UX/UI Design, Digital Marketing and E-commerce, applying new techniques to project planning, wireframing, requirements analysis and stakeholder communications.
- **Current Project:** Leading the planning and redesign of a client website, including discovery workshops, UX planning, content structure and implementation coordination.

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.
- Digital Marketing: Created social media assets, templates and guidelines for course marketing campaigns and sales promotion.
- Strategic Rebranding: Spearheaded the 100% design-driven rebranding of Classic Tales and Readers series to modernise 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: Utilised AI sandbox environments to build prompts for component creation automation.
- Technical Mastery: Independently managed digital updates and harmonised 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 Graphic Designer | MCC Design

August 2010 - September 2012

- Developed conceptual design solutions for interactive touchscreens and Graphic User Interfaces (GUIs), specifically tailored for physical environments and retail-adjacent spaces.
- Partnered closely with developers to implement UX/UI best practices, ensuring that visual narratives remained consistent and functional across Web and interactive platforms.
- Managed end-to-end design projects which included liaising with suppliers, ensuring high-resolution standards and file preparation for multiple outputs.
- Proactively integrated QR codes into traditional print brochures and promotional materials to drive digital user engagement, demonstrating an early ability to blend physical and digital channels.
- Acted as the primary point of contact for a diverse portfolio of B2B and B2C clients, including medical manufacturers and high-profile educational institutions like Wycombe Abbey School.
- Created visual brand designs, brochures, websites, landing pages, email banners, large scale exhibition stands and promo 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 B2C 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.

EDUCATION & CERTIFICATION

2026 Coursera, Create your e-commerce store with Shopify
2026 Google, Foundations of Digital Marketing and E-commerce
2026 SkillUp, Generative AI: The future of UX UI Design
2026 SkillUp, UI/UX Wireframing and Prototyping with Figma
2025 Google, UX Design Professional Certificate
2025 Google, AI Essentials
2022 Designing & Delivering Great Customer Experience
1994 Ruth Prowse School of Art, Graphic Design Degree