



# Lily Jennings

Digital Designer | Branding & Identity, Contentsquare Certified

📍 London, UK

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

As a digital designer with a BA in Graphic Design from University of the Arts London, I have a passion for creating engaging and user-friendly digital content. I have worked with various clients and projects, ranging from e-commerce, retail, and media, to social impact and education.

My most recent role was at RevLifter, a leading personalisation platform that helps brands increase revenue and loyalty through tailored offers and incentives. There, I designed and developed multiple eguides, social banners and event graphics. I also contributed to the branding and identity of the company, developing the logo, illustration style, icons, and style guides. I was part of a collaborative and agile team that delivered high-quality and innovative solutions for clients such as ASOS, Samsung, and Nike.

I am always eager to learn new skills and tools, and to challenge myself with new design problems. I value resourcefulness, proactivity, and creativity in my work, and I strive to produce digital designs that are not only aesthetically pleasing, but also effective, accessible, and user-centric. My goal is to join a company that shares my vision and values, and that offers me the opportunity to grow and develop as a digital designer.

### BRANDS WORKED WITH

- Period Reality
- Boston University
- RevLifter
- Sainsbury's Digital, Tech and Data
- CharsleyStewart

## Experience

- **Graphic and Digital Designer**  
Period Reality | Oct 2023 -
- **Residence Life Supervisor**  
Boston University | Dec 2021 -
- **Digital Designer**  
RevLifter | Jun 2021 - Apr 2023
- **Digital Designer**  
Sainsbury's Digital, Tech and Data | Oct 2020 - May 2021
- **Junior Creative**  
CharsleyStewart | Jan 2020 - Mar 2020

## Education & Training

- 2023 - 2024 ● **OpenClassrooms**  
Pass, Web Developer Skills Bootcamp
- 2022 - 2022 ● **Childwell Training**  
Completed, Emergency First Aid at Work
- 2016 - 2019 ● **University of the Arts London**  
Bachelor of Arts - BA,

