Leila Howell

Graphic Designer · brand, campaign & print

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BASED Geelong, Victoria

I'm a graphic designer with over a decade of experience across agency and in-house teams: seasonal campaigns for Starbucks, in-store print for Xbox, campaigns for Clipper Vacations and teaching materials for Microsoft Education. I bring a product designer's eye for systems, data and digital, and I'm open to senior and mid-level graphic design roles in Melbourne, hybrid or remote.

EXPERIENCE

2025 – NOW — **Leila Howell** · Founder & Designer, self-employed
Launched a content brand for Australian women in their 40s that reached 173K Instagram followers in its first 90 days (163K today). Named and positioned the brand, created its visual identity and voice, designed a free digital product and produced daily content.

2023 – 2025 — Career break · parenting

2022 – 2023 — **UrbanSitter** · Senior Product Designer
Sole designer for a care marketplace connecting families and caregivers. Led a brand refresh and built a new Figma design system to keep it consistent. Designed landing pages, including Complete Care with Kinside, a homepage refresh and product features across web and app.

2020 – 2022 — Career break · parenting

2018 – 2020 — **Microsoft Education** · UX Designer
Lead designer on free Teacher Training courses: PDF workbooks, slide decks and supporting media, created with writers, researchers and illustrators. Developed visual systems for instructional print and digital materials. Web design for partnerships with the BBC and The Met.

2017 – 2018 — **Microsoft Philanthropies** · UX Designer
Creative strategy and design for the marketing team: web banners, web pages, presentations, icons, print materials and research reports across web, video, advertising and social.

2017 — **Tommy Bahama** · Graphic Designer, contract
Designed promotional email campaigns supporting the online store and related promotions for the lifestyle fashion brand.

2017 — **Wildern** · Visual Designer
Original campaign concepts for Victoria Clipper across email, print and digital, plus other web and print projects.

2016 – 2017 — **Rational Creative** · UX Designer
High-volume digital design for Microsoft, mainly web design.

2016 — **Microsoft Retail Design Studio** · UX/UI Designer
In-store print kits for Xbox game launches, including Forza Horizon 3, Dead Rising 4 and ReCore: banners, shelf talkers and stickers. Retail print and digital for Windows.

2015 – 2016 — **POP** · Senior Visual Designer
Seasonal email campaigns for Starbucks, introducing new menu flavours to large global audiences with custom textures and watercolour illustration.

SKILLS

Brand
Brand identity, logo design, typography, colour, illustration, brand guidelines

Campaign & print
Campaign concepts, retail and in-store, print production, editorial layout, email design, presentations

Digital
Web and landing pages, social content, UI design, design systems, HTML and CSS, accessibility (WCAG 2.2)

Tools
Adobe Creative Suite, Figma, Sketch, WordPress, Asana, Jira, Confluence, Slack, Loom

PERSONAL PROJECTS

Freelance Collective
2019 · FOUNDER & DESIGNER
Brand identity, website and social for a community platform for freelance creatives.

100 logos in 100 days
2018 · IDENTITY
A logo a day for a hundred days to sharpen type, layout and illustration.

EDUCATION

Seattle Central Creative Academy
AAS Graphic Design & Illustration
2013 – 2015

REFERENCES

Available on request