



Hi, I'm Betty!

I'm a curious, open-minded, versatile UI & Digital Designer and illustrator with extensive commercial experience in advertising, marketing and eCommerce.

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 Betty Guerra
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 London, UK

Skill set

Experienced with working in fast-paced environments at award-winning in-house and agencies.

 Figma
 Sketch
 Adobe Xd
 After Effects
 Photoshop
 Illustrator

Proficient in layouts and responsive Web Design.

Apt at working in tandem with front-end developers.

Capable of following B2C and B2B brand guidelines.

Able to scamp, wireframe and present projects.

Working knowledge of HTML and CSS.

Comfortable with planning budgets around talent commissions, while managing relationships and projects.

Experience

Digital Designer

NOW, Osterley
November 2021 – Present

Part of the eCom Design team, providing design solutions, and delivering results via the likes of monthly newsletters, winback offers, cross-selling memberships, onboarding, and much more. With the help of insights, testing and learnings from previous sends, I can determine the best UI/UX while constantly improving designs. On a monthly basis, I could be designing 40+ email campaigns; these have included sends for Harry Potter Reunion, Euphoria, and House of the Dragon where my winback design generated 11k+ redemptions in the first 5 days with an average clickthrough rate of 2.63%.

UI & Digital Designer

Cath Kidston, London
August 2020 – November 2021

On a daily basis at Cath Kidston, my role spanned from wireframing and designing landing pages for the main eCom site, to designing and building emails via Ometria for the Marketing team, whilst creating social content and advertising assets in between. I've also had the honour of working on collabs like Breast Cancer Now, Peanuts, Peter Rabbit, Harry Potter, and more.

Digital Designer

Telegraph Media Group, London
August 2017 – August 2020

Within The Telegraph's multi-award-winning in-house content agency, Spark, I worked closely with various stakeholders to ensure a successful delivery of high-quality solutions like bespoke long-read articles, infographics, HTML5 banner ads, motion graphics for Social stories, illustrations (either from myself or commissioning illustrators/art directing), social (Facebook canvas ads) and prototyping (Adobe Xd, Figma, Invision). Featured clients include Alzheimer's Research UK, Estée Lauder, Samsung, Tourism Australia and many more.

Junior Digital Designer

Telegraph Media Group, London
August 2015 – August 2017

Junior Live Content Designer

Deep Focus, London
February 2014 – July 2015

Courses & Qualifications

User Experience Design Bootcamp

General Assembly
March 2016

BA (Hons) Marketing Communications

University of Westminster
September 2010 – July 2013

Bonus facts

Fluent in English and Portuguese.

Antique jewellery fanatic.

Globetrotter and music lover.

Sci-fi film buff.

Certified Mental Health First Aider.

Photographer and avid historian.