Laura Phillips

BRAND DESIGNER · BRAND SYSTEMS · CAMPAIGNS · MOTION & VIDEO

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Brand designer with 6 years in-house at B2B tech companies, owning work end to end from concept to craft. I build brand systems that scale, turn complex products into clear, human visual stories, and bring ideas to life through motion and video.

EXPERIENCE

2025–2026

Senior Brand Designer · Fabriq, Paris

- First in-house designer, owning brand work from concept to delivery: campaigns, product launches, social content, motion, video, print and events.
- Evolved the visual identity and built a scalable brand system in Figma for high-volume, multi-channel production.
- Concepted and animated the Fabriq Tour 2025 LinkedIn teaser in After Effects, combining real footage with the brand's illustration language.
- Designed SEO infographics that reached the first page of Google Images results.
- Adapted campaigns for English, French and German markets, using AI-assisted localisation with native review.

2020–2025

Brand Designer · Digital Commerce by NIQ (formerly Data Impact), Paris

- Proposed and led the Data Impact brand evolution over three phases, from the original identity through the NielsenIQ acquisition, winning stakeholder buy-in at each stage.
- Negotiated with NIQ's global design team during integration; icons I designed were adopted into NIQ's global icon library.
- Co-led a library of 100+ PowerPoint templates built on a Figma design system, giving global sales and client teams consistent, on-brand decks without design support.
- Created an illustration language and animated brand elements; social content I designed went viral and was replicated by the parent company.
- Turned complex data into clear visual stories for international markets in English, French and Spanish; mentored a design intern and a peer designer.

2019–2020

Earlier · UX/UI Design Intern, Platypus Agency (Paris, 2020) · UI/UX Design Intern, eNotes (Seattle, 2019)

SKILLS

Brand & creative: visual identity, brand systems, brand guidelines, art direction, campaigns, storytelling, illustration, iconography, data visualisation, print, events

Motion & video: motion design, video editing, social-first content

Tools: Figma (design systems), Adobe Creative Suite (After Effects, Premiere Pro, Illustrator, Photoshop, InDesign), HubSpot, WordPress

AI: Figma AI (Nano Banana, Figma Make), Claude, used to explore and scale work while keeping the idea human-led

Languages: English (native), French (fluent), Spanish (advanced), Portuguese (reading)

EDUCATION

2021

Master's in Digital Communication · ISCOM Paris

2019

BA in Visual Communication & French · Seattle Pacific University