Lucy de Rojas

Designer &
Web Developer

Summary

I'm a creative digital designer & video editor who brings ideas to life, pixel by pixel and frame by frame. Specialist of cutting-edge edits and seamless motion, crafting designs that speak volumes. Whether it's a snappy animation or a dynamic campaign, let's create something extraordinary together - your vision, perfectly edited.

Disciplined like a pro on the field, I bring a can-do attitude to every project, juggling tasks like a multitasking perfomer. A team player at heart, I love trying new things and tackling challenges head on - because life, like design, is better when you're always in motion!

Education & Training

HND Graphic Design

Buckinghamshire New University

C# & Accessibility Fundamentals (WCAG)

Microsoft

Skills

- Digital & Print Design (Indesign, Photoshop, Illustrator)
- Video Editing & Motion Design (After Effects, Premier, Capcut)
- Wireframing & Prototyping (Figma)
- Accessibility (WCAG)
- Project Management
- Agile Methodology
- HTML, CSS, ARIA & JavaScript
- React JS, Next JS, WordPress

Strengths

- Communication & Collaboration
- Problem-Solving
- User-Centric Design
- Strong Visual Design

Achievements

Drove a visual redesign for a civil service provider, boosting B2C membership from 89,000 to 270,000 through research and iterative design.

Revamped B2B and B2C email and online campaigns for civil servants, raising open rates from 0.5% to 14% using user-centered design and motion graphics.

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Work Experience

Digital Designer, Video Editor & Web Accessibility Tutor

Don Qui Designs & Purple Beard (2019-current)

I support local businesses, charities, and learners by developing their digital assets and promoting accessible design practices. My main responsibilities include:
- Managing motion graphics and video production to enhance storytelling and brand identity.
- Creating engaging user interfaces and experiences aligned with business objectives.
- Employing user-centered design methodologies to improve user experience, engagement, and accessibility.
- Producing high-fidelity prototypes to visualize design concepts and gather user feedback.
- Teaching web accessibility principles and solutions to empower individuals and organizations to create inclusive digital services.

Lead Digital Designer & Video Editor

CSSC (2015-2019)

As Lead Digital Designer & Video Editor, I helped transforming CSSC's digital marketing and communication strategies. Key responsibilities included:
- Creating web visuals (graphics, videos, animations) to enhance user engagement.
- Revamping email designs, shifting from text-heavy campaigns to visually engaging formats.
- Designing online adverts for The Guardian and The Times.
- Managing design projects from concept to delivery, ensuring on-time, within-budget completion.
- Digitalizing print marketing collateral and modernizing branding with a vibrant, colorful look.
- Challenges: Print-heavy marketing, irregular text-heavy emails, and lengthy business-focused videos.
- Results: Increased email open rates from 0.4% to 15% and grew membership from 89,000 to 270,000.

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Digital Design

Video Editing

Web Design

Print Design

Welcome
to my portfolio!

I'm a digital designer and video editor who loves crafting scenes and designing delightful frames that bring ideas to life. From a visual redesign that clicked with 270,000 new members in niche industry to an email campaign that really opened doors, I know how to direct impactful results. Accessibility is my main feature, and I'm proud to help developers create inclusive experiences.

Ready to see some reel creativity? Scroll, tap, and dive in - let's design a connection!

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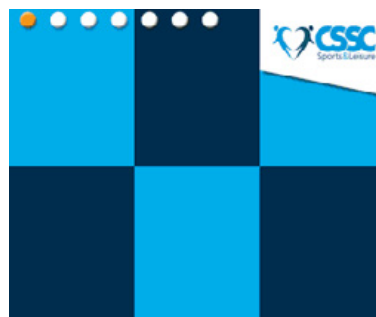## Digital Design

Digital Design

Video Editing

Web Design

Print Design

Click any image to see more examples.

Digital Design & Motion Graphics

I have over 15 years in digital design, crafting engaging, user-focused visuals across email, web, social media and online ads. Known for my strategic, accessible approach, I love to create designs that captivate and drive meaningful engagement.

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Video Production & Visual Effects

Click any image
to see more
examples.
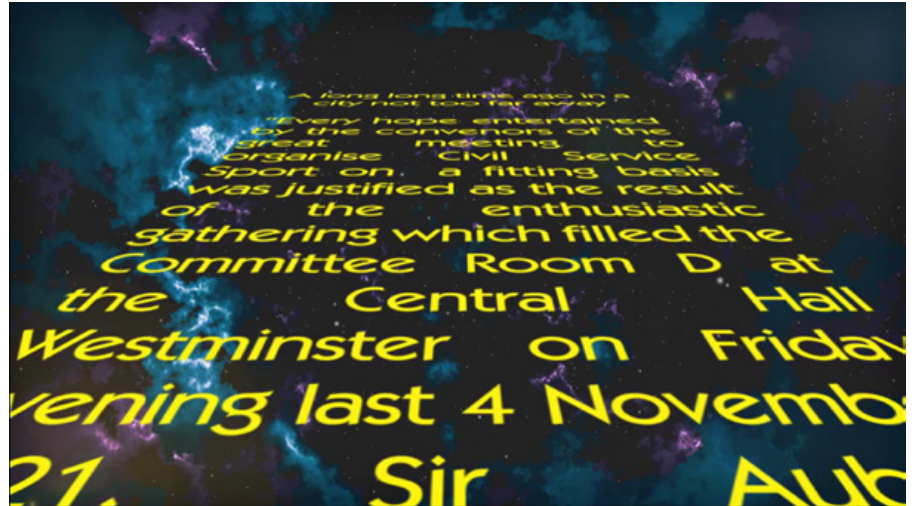
Video Production

With over 10 years in video editing, motion graphics, and visual effects, I bring stories to life through dynamic visuals. My expertise spans crafting compelling animations, special effects, and immersive content that engage audiences and elevate brand identity.
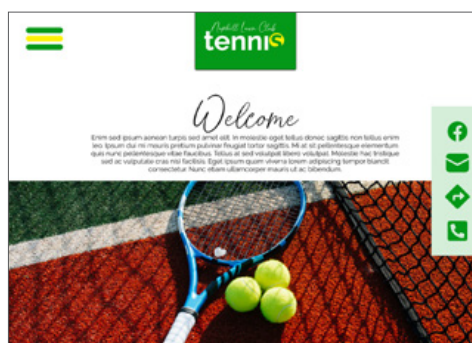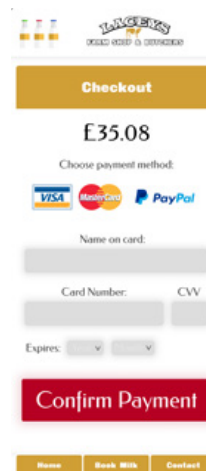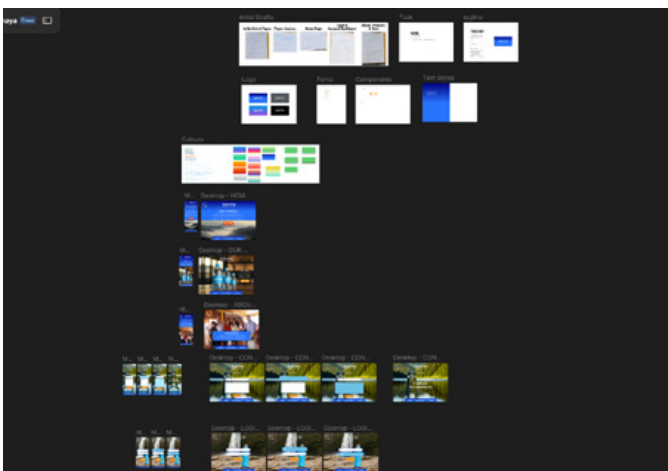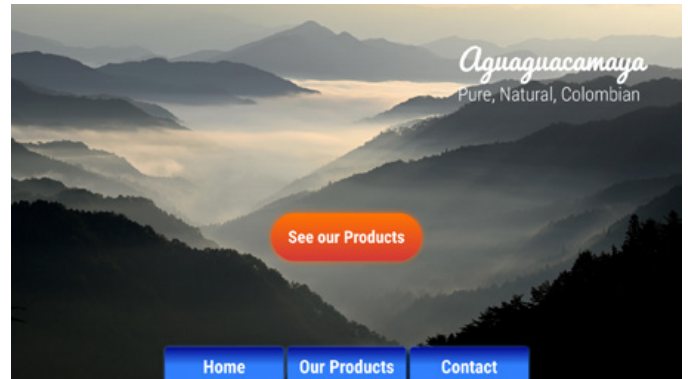
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Print Design

Digital Design

Video Editing

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Print Design

I have over 20 years of experience as a print designer, beginning my career in newspaper design. Throughout the years, I expanded my skills to include designing for paper, stage design, and promotional items, all while maintaining my passion for my work.

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Contact

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