

PAULA LOUISE WILLIAMS

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[Portfolio website](#)



PERSONAL PROFILE

Experienced Artworker with a background in Print and Digital Marketing; expert delivering high-quality digital and print designs across multiple channels. Highly skilled in turning requirements into polished, accessible designs that improve conversion. Extensive understanding of design systems, responsive interfaces, and optimising user journeys. Experienced in cross-functional collaboration with UX, Product, and Development teams. Successful record of leading high-volume projects. Recognised as a creative problem-solver. [Portfolio here.](#)

KEY SKILLS

- User Interface (UI) Design
- Design Systems & Component Libraries
- Responsive Web & App Design
- Interaction Design & Usability
- Accessibility (WCAG 2.1 AA)
- Agile & Sprint Delivery
- Brand Guardianship
- Digital Campaign & Landing Page Design
- A/B Testing & Performance Improvement
- HTML Email & Display Ad Production
- Press & Print Production
- Brand Consistency & Quality Assurance
- Cross-Functional Collaboration
- Stakeholder Management

EDUCATION

CAREER SUMMARY

UNIVERSITY OF READING

BA (Hons) Fine Art and
Typography (2:1)
1995–1999

NORTH CHESHIRE COLLEGE – PADGATE CAMPUS

BTEC Diploma Foundation:
Fine Art (Merit)
1994–1995

PENKETH HIGH SCHOOL (6th FORM)

A-level: Fine Art (A)
A-level: Graphic Design (C)
A-level: CDT (C)
1992–1994

PENKETH HIGH SCHOOL

7 GCSEs (all A–C)
1987–1992

GRADE 3 FIRST AIDER IN THE OFFICE

2018–2021

HUMAN RESOURCES MBTI TRAINING PROGRAMME

Personality Types 2014

THE FUNDAMENTALS OF DIGITAL MARKETING

Digital Garage

VODAFONE THREE (FORMERLY – THREE) Jan 2023 – May 2026 Midweight UI Designer

Key Achievements:

- Built a Figma component library; reduced design and development time across key journeys by 33%.
- Led UI design for a major feature redesign; contributed to a 10% increase in conversion.
- Created 40+ reusable, templated components and updated the Digital Design System (DDS); improved consistency.
- Delivered developer-ready specifications; reduced QA issues and improved build time with suppliers (Amdocs).
- Simplified process per planning; templated and QA'd earlier to ensure a right first time approach.
- Acted as the go-to reviewer for UI quality; ensured visual quality and consistency across the Three website.
- Secured 500k homepage takeover investments from major vendors (Apple, Samsung, Google) for key product launches; enabled up to 33% pre-orders and 2-week extension on Samsung S24 campaign due to performance.

Responsibilities:

- Working in Agile sprints on the online Three Pre-sales team; delivering UI solutions for web and mobile platforms.
- Senior team member overseeing developers, content creators, and junior designers; worked with global teams in different time zones.
- Turning Pre-sales requirements and UX wireframes into high-fidelity designs ready for development.
- Designing layouts, component variations, and visual patterns; aligning to brand and product requirements.
- Creating design specifications, assets, and wires in preparation for handover to developers.
- Managing the design system in Figma and Sketch; creating reusable components to ensure consistency.
- Collaborating with UX, Product Owners, Developers, and QA; validating functionality and resolving UI issues.
- Ensuring quality via implementation reviews and QA support; delivering accessibility and responsiveness.
- Delivering usability and heuristics; solving interface challenges and improving performance and user experience.

- Sketch
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Adobe Dreamweaver
- Keynote
- Photo Retouching
- MS PowerPoint
- MS Word
- MS Teams
- Slack
- Zoom
- HTML 5
- JIRA

Key Achievements:

- Optimised user journeys and checkout flows; increased conversion during peak trading periods (Black Friday, Christmas, Winter and Easter sales).
- Designed high performance promotional landing pages; increased customer sales and engagement.
- Implemented and iterated A/B tests; improved click-through and basket completion rates.
- Led web design for major device launches (Samsung Galaxy, iPhone, Google Pixel); delivered successful rollouts across Hub product pages, banners, and comparison sales journey.
- Produced compelling creative content; balanced vendor brand guidelines with Three's visual identity.
- Improved PDP layouts to better highlight key features and upgrades; increased pre-order conversions.
- Delivered countdown timers, launch hubs, and upgrade-eligibility flows; improved anticipation and engagement.
- Improved SEO structure, accessibility, and mobile performance of campaign pages; contributed to YoY growth in online sales, upgrades, and SIM activations.

- Designing clear and accessible content for web and mobile user journeys; supporting sales and marketing.
- Turning product information (phones, Broadband, SIM plans, upgrade, HNB coverage) into intuitive, customer centred journeys.
- Applying plain language principles; simplifying details to ensure clarity and customer confidence.
- Structuring information logically, including menus, filters, and search functionality; improving usability.
- Producing responsive content and layouts for the Three App across mobile and tablet.
- Creating UI components (buttons, cards, data tables, comparison blocks, banners); supporting product launches.
- Collaborating with Marketing, Product and Design; delivering seasonal campaigns and device launches.
- Ensuring WCAG 2.1 AA and AAA (where applicable) standards into all outputs; ensuring accessible language and inclusive design.

Client: Printovation: 2020 – 2023

- produced print artwork across multiple formats for local and national clients.
- Designed brand identity and supported client campaigns; included McLaren Goodwood, Huawei, and Kawasaki.

- Produced print-ready marketing materials and carried out photographic retouching.
- Designed PowerPoint presentations and templates for clients; included Hitachi, ABB Motion Services, and Exel.

- Delivered presentation and digital marketing assets for Okta.
- Designed PowerPoint templates, asset toolkits, and high-volume GDN display ads.

- Produced print and digital assets (including microsites) for the SOS-AMI clinical trial programme.
- Led localisation of core materials into 46 languages (including RTL formats).

- Produced high-volume print and digital artwork across multiple client campaigns.
- Delivered OOH advertising for Gala Bingo and campaign materials for Mazda.

- Built a Digital Design System Toolkit to enable consistent content creation across clients.
- Developed design standards, governance rules, UI patterns, grids, typography, and colour systems.

- Learning new digital skills and trends
- Pet rabbit care
- Allotment gardening
- Creative textile upcycling
- Formula 1, rugby and tennis
- Running and fitness

MAXWELL ROGERS Nov 2019 – Aug 2020**Studio Manager (Redundancy due to Global Pandemic)****Key Achievements:**

- Implemented a digital workflow using Kanban; increasing project visibility and resource planning efficiency.
- Built training and progression plans for junior designers; improved capability and team performance.
- Established a disaster recovery and remote working model during the Covid-19 pandemic.

Responsibilities:

- Leading and developing the studio team; managing delivery of high-quality creative content.
- Managing resource planning and project scheduling in Synergist; balancing workloads and tight deadlines.
- Overseeing the quality control process; ensuring brand accuracy and creative output across all campaigns.
- Mentoring junior designers; managing 121s, objective setting, and development plans.

HPS GROUP Aug 2013 – Jul 2019**Studio Manager****Key Achievements:**

- Progressed through multiple promotions in 7 years; Senior Creative Artworker, Automotive Programme Manager, Artwork Manager, and Studio Manager.
- Contributed to the acquisition of £multi-million automotive clients; included FIAT, JEEP, Alfa Romeo, and Abarth.
- Played a key leadership role during a critical business transition following the loss of a major client (60% revenue impact); restructured the studio and supporting a 60-person headcount reduction with professionalism.
- Managed creatives for major automotive brands; BMW Group (BMW, MINI, Rolls-Royce) and McLaren Automotive 200+ dealerships.
- Introduced automation and personalised customer communications; reduced time and cost.

Responsibilities:

- Leading the creative studio team; driving consistent delivery of high-quality content aligned to client expectations.
- Additionally, a hands-on Artworker delivering print and digital creative assets from concept to final output.
- Planning and scheduling workloads; ensuring resource allocation met tight deadlines and budgets.
- Reviewing and approving artwork; ensuring brand accuracy and quality delivery across all projects.
- Delivering performance reviews, 360 feedback, and 121s; setting clear objectives and supporting progression.

HOTCAKE MARKETING Nov 2019 – Aug 2020**Senior Creative Artworker****Key Achievements:**

- Contributed to the rebrand of the IHG Rewards programme; delivered quality artwork across multiple brand assets.
- Produced 5,000+ large-form graphics for the 2012 Summer Olympics.
- Delivered all internal communications artwork for Holiday Inn; produced on-brand visual messaging.