

LISA ALLSOPP

UX/UI Designer | Dubai, UAE | +971 50 948 5677 | hello@lisaallsopp.com
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I'm a UX/UI Designer with experience in branding, digital marketing and designing user-friendly websites and landing pages. After spending a couple of years working in Dubai and some time in Canada, I'm now moving back to Belfast and am excited to bring my creative and technical skills into a new role.

EXPERIENCE

Freelance Designer & Marketing Consultant

Oct 2024-Present

Designed and developed multiple landing pages for various campaigns, optimising for lead generation and user engagement.

Created 2 brand identities and branding strategies, including logo design, colour palettes, typography and brand guidelines, tailored to each client's market.

Developed comprehensive marketing materials and collateral, such as brochures, social media assets, email template, and promotional graphics.

Developed and launched a custom website for a luxury vacation rental business (Triptide Sol), focused on booking UX and responsive interface design.

Point Blank Properties, Dubai - *Marketing Manager and UX/UI Designer*

July 2023 - Feb 2025

Led the complete rebrand of the company, including logo design, colour palette, typography and brand guidelines.

Redesigned and launched the company's website with a focus on UX, lead generation and responsive design.

Built and optimised high-converting landing pages for multiple campaigns, driving increased lead generation and contributing to several closed sales deals.

Designed digital marketing assets including brochures, email templates and social media graphics, ensuring brand consistency.

SKILLS

Design & Prototyping Tools

- Figma, Sketch, Adobe Creative Suite

User Experience & Interface

- User Experience (UX), User Interface (UI), App Design, Product Design, Wireframing, Prototyping, User Research, A/B Testing, Idea Generation

Web Development & CMS

- HTML/CSS, Webflow, WordPress, Unbounce, Brackets

Collaboration & Project Management

- Miro, Microsoft Office

Illustration & Creativity

- Illustration, Idea Generation

Conducted UX research and A/B testing to improve engagement and streamline user journeys.

Managed all creative direction and execution across digital and print.

Comet Packaging, Northern Ireland - *Digital Marketing & Design*

October 2021 - October 2022

Managed all social media accounts, planned content and created visuals to grow brand visibility.

Conducted product photography and edited images for use across web and print materials.

Created client artworks for print, including custom packaging designs and promotional materials.

Designed high-quality mockups to showcase packaging concepts for approval and marketing use.

Updated website content, primarily managing and replacing product imagery to maintain a consistent, on-brand visual presence.

Used Adobe Creative Suite daily to create and refine print-ready files and digital graphics.

Ulster University, Northern Ireland - *Learning Technologist*

September 2020 - September 2021

Streamlined user-facing applications to improve accessibility for staff and students.

Conducted usability testing and competitive analysis to optimise educational tools and resources.

Designed infographics and promotional materials, contributing to enhanced student experiences.

Nicssa Sport & Leisure, Northern Ireland - *Reception, Administration, Bar & Restaurant*

February 2016 - February 2020

Managed membership databases while adhering to GDPR standards, ensuring accuracy and confidentiality.

Handled external inquiries and coordinated social and conference bookings,

REFERENCES

Dr. Kyle Boyd
Ulster University
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Email: ka.boyd@ulster.ac.uk

Edward Price
Comet Packaging
Phone: 0800 046 5954
Email: edward@cometpackaging.co.uk

demonstrating strong communication skills.

EDUCATION

Ulster University, Northern Ireland - *Bachelor of Design (Hons) in Interaction Design*

2018 - 2022

Graduated with First-Class Honors and a Diploma in Professional Practice.

Strathern Grammar School, Northern Ireland - *A-Levels*

2015 - 2017

English Literature (B), Media Studies (B), Business Studies (C)

Strathern Grammar School, Northern Ireland - *GCSE'S*

2015 - 2017

English Language (A), Mathematics (A), Religious Studies (A), English Literature (B), Art (B), Spanish (B), History (B), Physics (C), Biology (C)

PROJECTS

Movease - *Mobile Application*

Designed a mobile app for first-time property buyers to simplify the process. Conducted user research, built user flows and created interactive wireframes and prototypes.

Triptide Sol

Developed the full brand identity and website for a Dubai-based holiday rental company. Designed the logo, visual assets and a user-friendly interface.