



REFLECT

D E S I G N

GRAPHIC DESIGN SERVICES
PRINT & DIGITAL MARKETING

Lara Rankoff

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AREAS OF EXPERTISE

- Expertise in graphic design, visual communication, colour theory, typography, layout, and styling.
- Skilled in developing visual identities, logos, brand creation, and a wide range of marketing collateral for both digital and print.
- Proven experience in brand management and brand consistency across platforms.
- A unique fusion of creative flair and strategic thinking.
- Strong commercial awareness and business acumen.
- Demonstrated leadership, with excellent interpersonal and organisational capabilities.
- Emotionally intelligent, with sensitivity and empathy in client and team interactions.
- Print production specialist with an established network of trusted printers and suppliers.
- Clear understanding of marketing strategies and campaigns.
- Experienced in staff development and training across design, print and creative software.
- Skilled in client relationship management and stakeholder communication.
- Proficient in project planning, and end-to-end delivery.

PROFILE SUMMARY

Creative graphic designer with 20+ years of experience crafting purposeful design solutions across print and digital media. Adept at building cohesive campaigns that balance strong visual impact with strategic clarity. Known for delivering high-quality work across branding, campaign assets, and marketing collateral for clients in charity, retail, culture, public and service based sector spaces.

Whether leading full-scale design initiatives, supporting startups, managing established brands, or tackling ad-hoc projects, I consistently prioritise brand integrity and visual impact. I collaborate closely with clients and cross-functional teams from concept through to delivery—ensuring high-quality, results-driven design solutions that elevate brand presence and performance.

Additionally, I organise print production along with providing training and mentoring to junior team members.

SELECTED RECENT PROJECTS

Freedom from Torture

[View Project](#)

Led the design and rollout of a multi-channel legacy-giving campaign, including print and digital assets. Delivered a 12-page booklet, direct mail pack, email and social assets within brand guidelines. Played a key role in increasing donor engagement and pledges. Ongoing collaboration with charity to refresh campaign for 2025.

Havens Hospices

[View Project](#)

Worked closely with Havens Hospices' Events, Legacy, and Lottery teams to deliver compelling multi-channel campaigns that supported fundraising, participation, and donor engagement. Designed and procured print and digital assets aligned with strict brand guidelines across numerous charitable initiatives.

Castle Point Council

[View Project](#)

Creative lead in this development and community engagement project for a multi-phase place-based district development plan and initiative. Designed strategic materials, including infographics, maps, graphs charts and data tables. Played a key role in securing buy-in, enhancing local engagement, and shaping future regeneration strategy.

William Hill/888/Mr Green

[View Project](#)

Delivered fast-paced creative solutions across William Hill's digital, retail, and print channels. Supported and multiple teams daily by resolving 5–10 Jira issues and executing assets for campaigns, rebrands, and product promotions across all company territories and verticals.

E2E Exchange

[View Project](#)

Developed and launched a bespoke visual identity for the E2E100 Awards partnered with *The Independent* - rolling out cohesive print and digital assets across six high-profile events at the House of Lords and House of Commons.

Club Kingswood - Gym, Rackets & Spa

[View Project](#)

Transformed Club Kingswood's visual identity by establishing cohesive brand guidelines and delivering a comprehensive suite of marketing materials. Enhanced member engagement and increased membership subscriptions through consistent, professional design across digital and print platforms.

SOFTWARE

- Adobe CC, InDesign, Illustrator, Photoshop, Acrobat, Firefly, Libraries
- Quark Xpress
- Microsoft (PPT, Word, Excel)
- Bannerflow
- Jira / Slack
- ChatGPT (currently for copy creation, research)
- Keen to advance my software skills by incorporating Adobe After Effects and Premier Pro along with Figma

EDUCATION

NVQ Level II - Graphic Design
Central Training Group

BA (Hons) in Print, Textiles & Surface Pattern Design
Leeds College of Art and Design

BTEC NAT DIP II - General Art
Thurrock Technical College



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EMPLOYMENT HISTORY

Reflect Design for Print - 2009 to present

OWNER, GRAPHIC DESIGNER/ARTWORKER & DESIGN CONSULTANT

Independent freelancer delivering branding, print, and digital solutions for clients across charity, local businesses, retail, betting, sports, and local government. Self-directed project lead from concept to delivery, including production coordination.

Conde Nast / Dawkins Colour - Jan 2024 to Dec 2024

PT FREELANCE GRAPHIC DESIGNER & AD MANAGER

Handled high-volume, fast-turnaround advertising projects for Conde Nast's prestigious titles. Responsible for setting back-page ads, proofreading, editing, and designing page layouts, ensuring flawless output of high-resolution print files for the back pages of Vogue, Tatler, GQ, Vanity Fair, World of Interiors, House & Garden, and Traveller magazines.

William Hill/888 - Apr 2021 to Oct 2022 & Aug 2023 to Jan 2024

FREELANCE CREATIVE GRAPHIC DESIGNER

Originally brought on for a 3-month contract to assist with their rebrand rollout, my contract rolled on for over two years, managing 5-10 Jira issues daily while expanding my support across the team's fast-paced digital, retail, and print projects. My work spanned all company territories including sports betting, online casino, poker, slots, WH Vegas, gaming, online bingo, retail shop rebrands, plus high-profile events like the Sport Book of the Year Awards and creative design for sister brands 888 and Mr Green.

Throughout this time, I built an extensive portfolio of work including rebrand rollouts across all territories; multi-sized digital ads; CRM, paid social, cross-sell, and iOS in-store apps; digital campaigns and BAU rollouts for sports, gaming, Vegas, bingo; retail posters, POS, OOH; external and internal retail fit-out rebrand guides; photo retouching and manipulation; campaign and event materials; pitch decks; animated GIFs and Bannerflow animations; UI/UX graphics; live casino creative refreshes; and the creation of gaming asset packs.

RAKUSEN DESIGNFX LTD - Sept 2003 to Apr 2009

GRAPHIC DESIGNER, ARTWORKER & STUDIO MANAGER

Initially hired freelance to troubleshoot the DTI's Constructing Excellence KPI project after it went off track, I quickly transitioned to a full-time role at this once-dynamic design and advertising agency. This position allowed me to sharpen both my design and management skills.

I consistently delivered creative concepts and printready designs for key clients including Ravensburger, The British Interior Design Association, Indian Ocean, Hereford Furniture, Artedi, Topaz, DTI, Ipeco, Alba Plc, and many others. Working closely with photographers, stylists, set creators, and printers, leading a team of designers in producing high-end product brochures for the home, interiors and furniture sector.

CENTRAL TRAINING GROUP (CTG) - Feb 2001 to June 2003

GRAPHIC DESIGNER TUTOR (NVQII)

Delivered Graphic Design NVQ Level II training to students for a private training provider, with a clear focus on hands-on software instruction in QuarkXPress, Adobe Illustrator, and Photoshop - equipping learners with practical skills to meet industry standards.

FREELANCE EXPERIENCE - 1997-2003

- **GRAPHIC DESIGNER/MANAGER** - Elite Media, Aug 2001- 2003
- **PRINT TECHNICIAN** - Thurrock Technical College, Sept 1998 -Dec 1998
- **CAD, TEXTILE & GRAPHIC DESIGNER** - SR Gents International, Aug 2000 - Oct 2000
- **CAD, TEXTILE & GRAPHIC DESIGNER** - Dewhirst Group Plc, Oct 1999 - Dec 1999
- **TEXTILES & EXHIBITION SET DESIGN** - Textra, Oxfordshire, Aug 1998 -Sep 1998.
- **CAD, TEXTILE & GRAPHIC DESIGNER** - Courtaulds, Sept 1997 - Aug 2000