

MARY LAUREN WILLIS

BRAND DESIGNER

Multidisciplinary designer with experience in cohesive visual systems, from brand identity to photography and from concept to final production. Native English speaker, Italian B2.

CONTACT

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EXPERIENCE

Freelance Designer

2023–Present Milan, Italy // 2019–2023, USA

BIVIO Milano

- Defined and developed the visual identity for BIVIO's blog: a logo system with hand-drawn lettering, custom section icons and animated gifs for social channels, maintaining consistency with the main brand.
- Created social media content, illustrations and photography to support in-store promotions and online growth.
- Managed visual communication via email marketing, with campaigns aligned to the brand identity.

Selected projects

- Developed the RareBird collection for SheinX: original prints and graphics from concept through tech packs, with final garment approval during the launch process.
- Photography and social media video content for a farm-to-table restaurant in Milan, with an educational format on the sustainable production process.
- Product and model photography for an international e-commerce studio based in Milan.

Designer / Marketing and Creative Lead // Style Clan LLC

Charlotte, North Carolina, USA // June 2021–August 2023

Style Clan LLC is a full-service apparel design, product development, and sourcing company, providing comprehensive design services to over 40 brands, while at the same time managing two in-house fashion labels, Lords of Harlech and Hunting Feet.

Print and Graphic Designer // Style Clan LLC Clients

- Designed seasonal collections and original graphics aligned with trend forecasts and consumer demand.
- Identified a client's preference for hand-drawn graphics and organic letterforms across seasonal lookbooks, then tailored the following collections in this direction, resulting in increased purchase orders.
- Prepared tech packs and verified samples for quality standards and production accuracy.

Marketing and Creative Lead // Lords of Harlech

- Created graphics, textile patterns, and marketing assets for biannual collections, maintaining cohesive visual identity across product, e-commerce, and campaigns.
- Led website redesign, implementing UX best practices that improved user navigation and engagement.
- Produced e-commerce and campaign photography, elevating brand image and marketing impact.
- Developed multi-channel digital campaigns across email, Instagram, and LinkedIn, growing website traffic and stronger social engagement.
- Scouted influencers and identified models for brand shoots, including securing a local singer-songwriter to wear the brand at live performances and award shows, boosting visibility and engagement through influencer marketing.
- Presented Fall/Winter 22 collection at Pitti Uomo in Florence, Italy, expanding brand exposure in the international menswear market.

KNOWLEDGE

Design Tools:

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Lightroom), Capture One, Procreate, Canva, CapCut, Framer, Adobe Firefly, Midjourney

Photography and Editing:

Studio/product photography, photo retouching, Creative Force, Kelvin AI

Marketing & Platforms:

Social media content strategy, Shopify, Mailchimp

Digital and Print Design:

Typography, editorial and digital design, motion graphics, logo design, brand identity

Textiles and Fashion:

Textile and pattern design, tech pack development

Technical Skills:

Illustration (digital & hand), painting, video editing

Languages:

English (Native), Italian (B2)

EDUCATION

Centro di Lingua e Cultura Italiana

Milan, Italy
August 2023–January 2025

Appalachian State University

Boone, North Carolina, USA
2016–2020

Bachelor of Arts, Graphic Design

Istituto Lorenzo de' Medici School of Design

Semester Abroad 2019
Florence, Italy