

Babette Huitsing

DIGITAL DESIGNER +
BRAND & CREATIVE STRATEGY

CONTACT

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London, UK

LANGUAGES

English

Dutch

CORE STRENGTHS

- Brand & Creative Strategy
- Customer Journey & Digital Experience Design
- Research-Led Concept Development
- Stakeholder Presentation & Pitching
- Landing Page, SEO & AEO Strategy
- Figma & Adobe Creative Suite
- CSS & Web Page Structures
- Email Automation & Trigger Campaigns
- Multi-Market Strategy (UK, Ireland, France, US)
- B2C & B2B / Trade Strategy
- AI Tools for Strategy & Production

EDUCATION

MA Advertising

University of the Arts London
2019–21

BA (Hons) Graphic Design

Marbella Design Academy
2016–19

*Built with curiosity, caffeine and
probably too many open Figma tabs.*

PROFILE

Strategic, multidisciplinary designer combining brand strategy, research-led thinking and hands-on digital design. Experienced in facilitating brand positioning conversations with founders and stakeholders, presenting ideas with confidence, and building the digital experiences — landing pages, email journeys, content structures — that bring a strategy to life. Curious, fast to learn, and driven by finding the insight that reframes a problem.

EXPERIENCE

Digital Designer — Designers Guild, London 2023–present

- Lead digital design across website experiences, campaign landing pages and e-commerce storytelling.
- Develop SEO and AI-readable content structures and conversion-focused landing pages for upholstery, wallpaper and fabric categories.
- Design and optimise customer journeys, including email campaigns, trigger flows and fabric sample request experiences.
- Collaborate with marketing and development teams to implement scalable page systems and viable CSS structures.
- Create multi-channel campaign assets — motion, product visuals and social content — across UK, Ireland, France and US markets, supporting both consumer and trade audiences.

Brand & Creative Strategist — Freelance, London 2021–present

- Partner with founders and small businesses to develop strategy-led brand identities and digital presence, facilitating positioning workshops to clarify audience, messaging and service offerings.
- Deliver end-to-end brand systems — visual identity, websites, storytelling frameworks and launch assets — translating strategic insight into clear visual communication.

Creative Experience Intern — WPK, Amsterdam 2018

- Supported creative teams on branding, UX/UI and advertising campaigns for international clients including Disney and L'Oréal, designing editorial layouts, digital assets and presentation materials across campaign and content projects.

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I love finding the missing link in the chain — the insight that reframes a brief, a journey, or a brand. Whether that's a campaign system, a customer flow, or the strategy behind both, I work best where research, story and design meet.

BABS