



Hi, I'm Betty!

I'm a curious, open-minded, versatile designer with well over a decade's worth of commercial experience in BTL advertising, marketing, eCommerce and CRM in various industries.

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My skills

Experienced with working in fast-paced environments at award-winning in-house companies and agencies.

Always designing with accessibility in mind.

Skilled at working in tandem with front-end developers and various stakeholders.

Apt at scamping, art directing, conceiving, wireframing, UI, UX, layouts, and presenting projects.

Working knowledge of HTML and CSS.

Figma FTW!

My qualifications

UX Design Bootcamp General Assembly

March 2016

BA (Hons) MarComms University of Westminster

September 2010 – July 2013

My story

NOW Osterley, UK

Senior Designer September 2023 – Present

With my promotion to Senior Designer, I spearhead creative initiatives across CRM and Digital Marketing channels to drive NOW's business growth. My responsibilities include leading day-to-day design across multiple channels, collaborating with stakeholders, and setting strategic design direction. I also support other channels like the TV UI and develop innovative design processes to overcome challenges.

UI Designer March 2023 – September 2023

My title change allowed me to delve deeper into user experience and data-driven design. I implemented insights from research tools like Usability Hub and A/B testing (80/20 or 10/10/80 splits) into CRM designs, optimising UI/UX for current and lapsed customers, and consistently improving click-through rates.

Digital Designer November 2021 – March 2023

As a Digital Designer at NOW, I drove customer engagement through innovative email campaigns (monthly newsletters, winbacks, cross-sells, onboarding) for shows like And Just Like That, Harry Potter, and House of the Dragon. I've achieved impressive results, such as 11k+ redemptions in 5 days for a winback campaign with an average clickthrough rate of 2.63%. Additionally, I supported other teams with digital assets for PR, Marketing, and Internal Comms.

Cath Kidston London, UK

UI & Digital Designer August 2020 – November 2021

At Cath Kidston, I leveraged my design skills to create high-converting landing pages (BAU, seasonal campaigns, pattern launches) and digital assets for brand collaborations (Breast Cancer Now, Peanuts). Halfway through my time at Cath Kidston, I transitioned from Ecom to CRM; designing personalised email campaigns (using Ometria) which were seen by millions. I also helped to create engaging social media content that generated 20k+ views per post.

Telegraph Media Group London, UK

Digital Designer August 2017 – August 2020

With my promotion saw me collaborate with more cross-functional teams to deliver high-impact campaigns for clients like Alzheimer's Research UK, Estée Lauder, Samsung, and Tourism Australia. I also managed illustration budgets, liaised with illustration agencies, and pioneered innovative digital formats (Facebook Canvas ads) alongside a touch of motion graphics.

Junior Digital Designer August 2015 – August 2017

As a Junior at The Telegraph, I designed high-impact digital ads (homepage takeovers, iAds, Apple News, Facebook Canvas) and interactive content (quizzes, infographics). I also built email campaigns and contributed illustrations for clients like Brother, Cunard, and EasyJet.