laragoo

I believe design should be about people. That brands should stick to a story.

I'm a brand and graphic designer, illustrator, dreamer and arts & crafts lover based in London with +10 years of experience working in-house for SMB tech companies. Last year, I started working as a freelancer and focusing on community-led projects.

Although I specialise in branding, I am a multidisciplinary designer at heart, and I welcome projects of all flavours and sizes.



laragoo.com

linkedin.com/in/laragoo

instagram.com/lara_goo

lara@laragoo.com

Freelance brand designer & illustrator

London — Since 2025

I've worked from large rebranding projects to small scale design work for clients including Space Manager, MarketRent, BeBa Group and Logos.co, having recently worked on all print and digital production materials for Parallel Society in Lisbon, a not-for-profit music and tech festival with over 2k attendees, with artists including Apparat and Gilles Peterson, and a roster of speakers from tech companies, including the Internet Archive.

Co-founder

silly little craft club - London — Since 2025

We host monthly sustainable and accessible craft hangouts to bring people together and keep their hands busy, try new things and build community. This year, we've partnered up with the Hackney Council for their pride event and we're branching out to host corporate events. As a co-founder, I work on brand and graphic design, event coordination and workshop facilitation.

Senior creative design manager

Fixflo, Aareon UK - London — 2019 - 2024

Managing a small team of designers, I led brand management and art direction of all marketing design deliverables for Fixflo, Arthur Online and Aareon UK, market leaders in the SaaS property management market in the UK. I led Fixflo's brand and website redesign, which saw a 42% increase in conversion rates, and multiple design projects, marketing campaigns, tradeshows, events and more.

Lead graphic designer

AVADO Learning - London — 2017 - 2019

Led the scoping and development of branding and visuals for e-learning courses including Squared Online (developed with Google) and bespoke projects for clients like GSK, Phillip Morris International, Ferrero, Estée Lauder and Vodafone, while managing a small team of graphic designers.

Graphic designer

Vision-Box - Lisbon — 2014 - 2017

Revamp of the company's brand and monitoring of its guidelines across the globe as the de facto brand manager. Development of graphics for flagship projects and creation of collaterals and marketing campaigns across print and digital media, including stand design for multiple international trade shows.

Services

Branding	Brand strategy · Logo design · Brand guidelines · Rebranding · Brand refresh
Graphic design	Collateral design · Print marketing · Packaging · POS · Events marketing
Illustration	Custom illustration · Storyboarding for motion · Iconography · Infographics · Editorial
Digital design	Motion graphics · Social media · Template creation · Ad design
UX & UI	Wireframing · Prototyping · Web design

Toolkit

Design tools	Illustrator · Photoshop · InDesign · Procreate · Fresco · After Effects · Premiere · Figma · Adobe XD · Framer · Canva · PowerPoint
Other tools	Office Suite · Hubspot CMS · Monday.com · Miro · Asana · Notion

Education

Bachelor in Graphic Arts Production and Design

Lusófona University of Humanities and Technologies, Portugal

Bachelor in Photography

Completed the first year at Polytechnic Institute of Tomar, Portugal

High School degree in Photography

António Arroio Secondary School of Arts, Portugal

> *"She didn't just update our look — she reimagined how we tell our story."*
>
> James Dilgul, Head of Marketing at Fixflo & Aareon UK