

# PORTFOLIO

## INTEGRATED DESIGNER

The Art of bringing  
**DESIGN & COMMUNICATIONS** together

Seamlessly uniting **visuals** and **words** to transform complex ideas into **clear, compelling** and **engaging experiences** that connect with people and **inspire meaningful action.**

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STEVE TUTT



A black and white photograph of a man with glasses and a beard, wearing a dark suit jacket over a light-colored shirt. He is standing in a meeting room, gesturing with his right hand towards a large whiteboard. The whiteboard has various diagrams and notes on it, including a grid of squares and some text. The background is slightly blurred, showing other parts of the room and possibly other people.

# PROFESSIONAL SUMMARY

**Award-winning Integrated Designer** with over 25 years' experience delivering high-quality visual communications across **print, digital** and **multimedia platforms**.

Proven expertise in **graphic design, digital content, brand development** and **customer-focused communications** within large organisations, public sector bodies and agency environments.

Highly proficient in **Adobe Creative Suite**, with a strong track record of **improving customer experience** through **clear, accessible** and **engaging design**.

Experienced **brand guardian, communicator** and **collaborator**, comfortable working across multiple stakeholders and channels.

# CAMPAIGN FOR CHANGE

St John Ambulance | Modernising an Iconic Brand

## The Challenge

Rebranding St John Ambulance required modernising a highly recognisable heritage organisation without losing the trust, authority and emotional equity built over more than a century. The challenge was to evolve the iconic cross symbol into a contemporary, scalable identity that could unify fragmented regional applications while working seamlessly across emergency vehicles, clinical settings, community fundraising, corporate training and digital platforms. The new brand needed to convey reassurance, credibility and accessibility within a regulated healthcare-adjacent environment, while also creating a flexible visual system — typography, colour, imagery and templates — that enabled consistent national rollout and long-term brand governance.

## My Role

I led the creative development of a new brand logo and visual identity for St John Ambulance, translating the organisation's heritage and values into a modern, cohesive brand system. My role encompassed concept development, refinement of the iconic cross symbol, typography and colour palette selection, and the creation of a scalable visual language that could operate consistently across print, digital, vehicle livery and community environments.

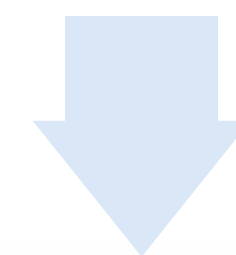
I developed core brand guidelines, photography style, application templates and supporting assets to ensure clarity and consistency nationwide, while collaborating with stakeholders to secure alignment and support a smooth organisational rollout.

## The Outcome

The new identity for St John Ambulance delivered a confident, contemporary brand that retained the authority and trust of the original mark while creating a unified visual system across the organisation. The refined logo and supporting visual language improved clarity, consistency and visibility across emergency vehicles, training materials, fundraising campaigns and digital platforms, strengthening national recognition. Supported by comprehensive guidelines and templates, the rollout enabled regional teams to apply the brand consistently, enhancing public perception and positioning St John Ambulance as a modern, professional and accessible first aid charity.



**Caring  
for Life**



# CAMPAIGN FOR CHANGE

St John Ambulance | Modernising an Iconic Brand



# MAGAZINE AND EDITORIAL DESIGN

Pearson Qualification Services



# COMMUNICATION DESIGN

Delivering the right message, to the right person, at the right time

Pearson  
Customer Services and Qualifications  
OUR GOALS 2019

We will be a more **cost effective** and **efficient** organisation

We will drive **"shift left"** strategies that provide **easy, low-effort solutions** for customers

We will think **customer first** by looking for ways to **continuously improve** the customer experience

We will enable the **continuous development** of our skills, knowledge and behaviours

Pearson's **three strategic priorities**:

1. **Grow** in market share through digital transformation
2. **Invest** in growing markets
3. **Become** simpler and more efficient



PEARSON UK  
The benefits we offer

Pearson is very pleased to offer its employees a comprehensive benefits plan to help meet everyone's health and wellness, financial and lifestyle needs. This handy guide sets out all those available.

**HEALTHCARE PLAN**  
Our Plan allows members to get treatment for injuries or acute medical conditions through private consultants and hospitals. It covers a wide range of medical treatments.

**EMPLOYEE ASSISTANCE PROGRAMME**  
Once in a while things happen and people need some support, or just someone to talk to. This scheme gives access to expert counsellors 24/7, providing guidance on a wide range of issues in strict confidence.

**PENSION**  
A generous Pension Plan allows you to save each month, and Pearson will match up to 10% of your salary.

**LIFE INSURANCE**  
As part of the Pearson Pension Plan, life insurance cover will help support your dependents financially.

**DENTAL PLAN**  
There are three levels of dental cover to choose from, with different monthly costs and reimbursement limits to suit your needs.

**EMPLOYEE DISCOUNTS**  
You can access a wide range of discounts, cashback and discounted vouchers for a range of retailers.

The information in this document is provided for your general information only and is not a guarantee or contract of employment. All benefits are governed by rules and policies set out in their respective policy documents, contracts and agreements. If there is any discrepancy between the information in this document and the policy documents, the policy documents shall prevail.

Pearson

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Pearson

International General Qualifications update

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Infographics

Email design and templates



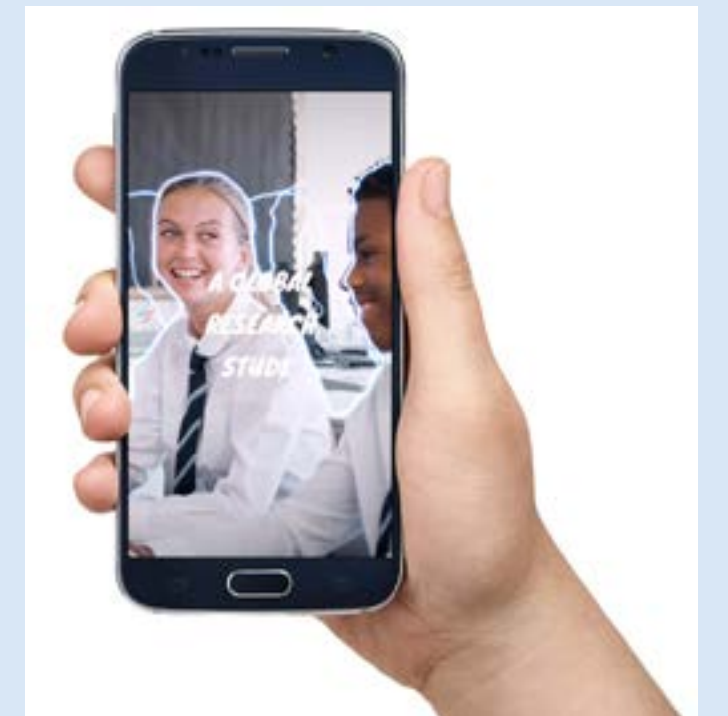
Snapchat



Powerpoint



Videos



TicTok

# NICE INFOGRAPHICS

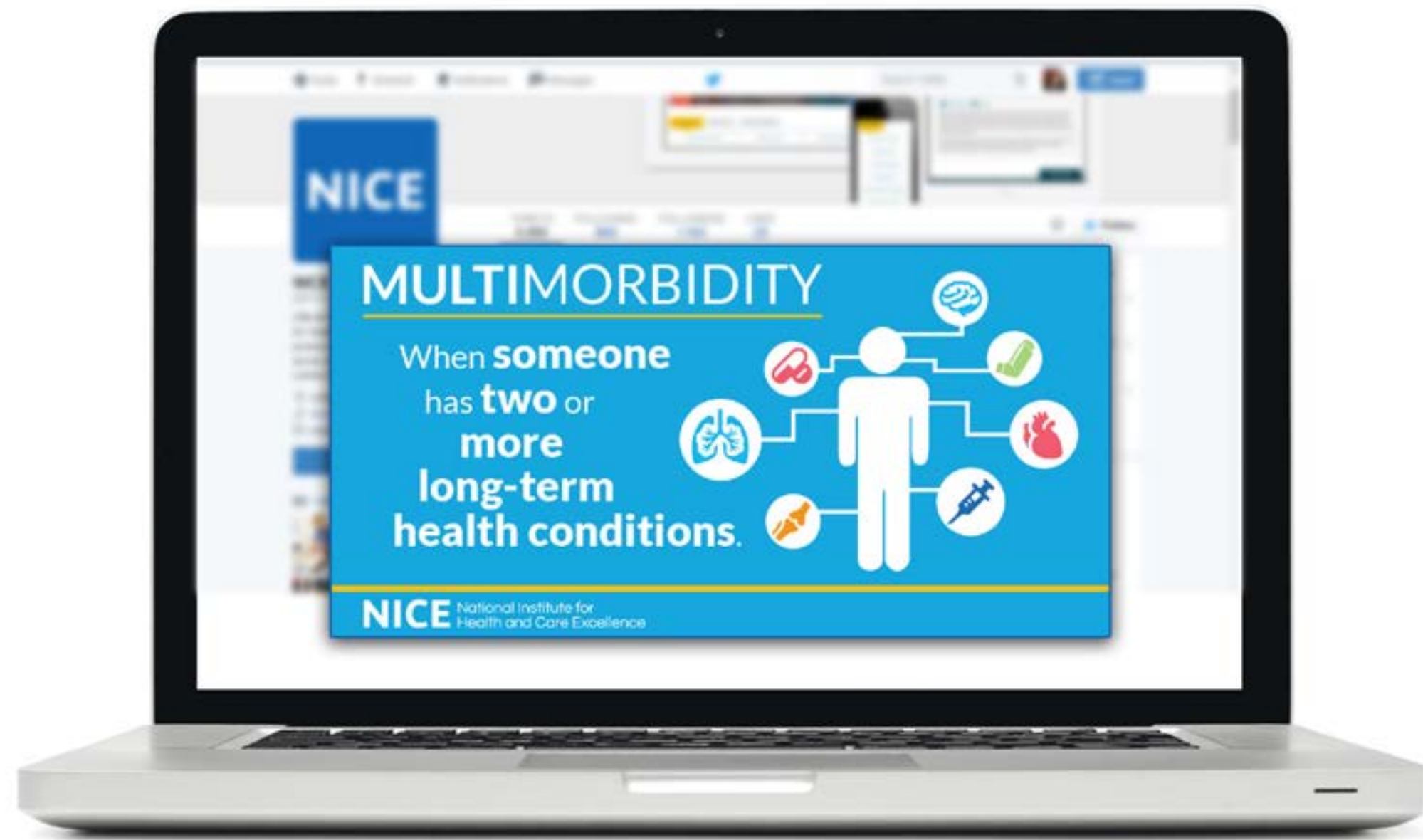
## Improving Healthcare Communication

**Client:** National Institute for Health and Care Excellence (NICE)

**Role:** Media Relations Executive (Design)

**Challenge:** Communicating complex health data simply

**Solution:** Created engaging infographics for social media



### WHAT NOT TO DO WITH ANTIMICROBIAL DRUGS

**Save them for later use** **Share with other people** **Flush them down the toilet**

NICE National Institute for Health and Care Excellence Public Health England

Taken from Antimicrobial stewardship: changing risk-related behaviours in the general population. NICE guideline January 2017

### ENCOURAGING PEOPLE TO MANAGE INFECTIONS AT HOME

**Know how long symptoms will last** **Rest & drink plenty of fluids** **How to spot warning symptoms**

NICE National Institute for Health and Care Excellence Public Health England

Taken from Antimicrobial stewardship: changing risk-related behaviours in the general population. NICE guideline January 2017

### HEALTHCARE IN PRISONS

**Prisoners over 50 years of age have levels of illness comparable to 60 year olds living outside prison**

NICE National Institute for Health and Care Excellence

### HEALTHCARE IN PRISONS

**NICE recommends:**

**Every person admitted to prison receives a healthcare assessment before they are allocated to a cell**

NICE National Institute for Health and Care Excellence

### THRESHOLDS FOR DIAGNOSIS OF DIABETES IN PREGNANCY

Midwives should diagnose women with gestational diabetes if they either:

- have a fasting plasma glucose level of **5.6 mmol/litre** or above,
- or a 2-hour plasma glucose level of **7.8 mmol/litre** or above.

NICE National Institute for Health and Care Excellence

### WORLD AIDS DAY 2016

**Early diagnosis & drug treatment reduces the virus to an undetectable level, lowering the risk of passing it on**

NICE National Institute for Health and Care Excellence

# CAMPAIGN DESIGN

## Driving Community Engagement



Canine Partners



Sutton Housing Partnership



St John Ambulance



# PHOTOGRAPHY

Consistent, Direct, Stimulating

Photography comes down to one word: **vision**.

Call it imagination, or seeing; it all comes down to the same thing: the ability to envision a final result in your mind's eye, & then to make it so with your tools at hand.

Using my extensive commercial photography and features experience, I offer a wide range of creative photographic styles including 'reportage', news, editorial, product & corporate headshots, together with a creative thought through approach to a photographic brief that really brings a photographic project to life.

I pride myself on producing quality work with a professional attitude & the ability to work well with people.



# IN PARTNERSHIP

## Interpreting briefs. Delivering Solutions



**Clients:** Department for Education (England), Department of Education (Northern Ireland), the Welsh Government and the Scottish Government

**Role:** Digital Content Design and Communications Specialist

**Challenge:** Support the work of the International Large-Scale Assessments team at Pearson, across multiple education research projects, including the PISA 2025 Main Study, the PIRLS 2026 Field Trial and Main Study, and the TIMSS 2027 Field Trial

**Solution:** Created a wide range of creative items, from infographics and digital assets to pupil-facing materials such as wellbeing guides and certificates tailored to different age groups



# EXHIBITION AND SIGNAGE

An opportunity to engage your audience

