

## PROFILE

**Integrated Designer | Digital Content & Communications Specialist** with 25+ years' experience shaping brand-led, multi-channel creative work across global organisations, public sector bodies, and in-house studios.

Currently working within Pearson, delivering customer-focused creative that brings clarity to complexity while championing brand consistency, editorial quality, and human-centred storytelling.

Known for being a calm creative “centre of gravity” — translating strategy into clear creative direction, aligning stakeholders, elevating standards, and guiding work from concept through execution. Equally comfortable setting vision, shaping narratives, mentoring designers, and rolling up sleeves to make the work happen.

**Creative philosophy:**

*Design should be thoughtful, human and useful — and when it's done well, it can quietly make a meaningful difference.*

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## STRENGTHS

- Creative Strategy & Concept Development
- Brand Stewardship & System Thinking
- Campaign & Narrative Development
- Editorial Clarity & Storytelling
- Cross-disciplinary Creative Leadership
- Creative Reviews & Quality Control
- Stakeholder Alignment & Influence
- Mentoring & Coaching Creative Talent
- Hands-on Design & Content Creation

## INTERESTS

- Wing Chun
- Photography
- Ancient History
- Live Events
- Film & TV
- Earth mysteries

## EXPERIENCE HIGHLIGHTS

### DIGITAL CONTENT DESIGN & COMMUNICATIONS SPECIALIST

Pearson UK | 2018–Present

A senior creative role at the intersection of design, strategy, and customer communications within Pearson Qualifications Services.

- Act as Brand Champion for Customer Services, ensuring all creative work aligns with Pearson's brand identity, tone of voice, and strategic intent.
- Lead the conceptual and design direction for customer-facing communications across print, digital, and interactive formats.
- Translate complex operational and regulatory information into clear, human, and engaging creative narratives.
- Shape and maintain creative templates and systems that improve consistency, efficiency, and quality at scale.
- Collaborate closely with cross-functional teams to align messaging, intent, and execution across channels.
- Guide creative quality through review, feedback, and refinement, maintaining a high bar for clarity, craft, and accessibility.
- Balance strategic thinking with hands-on delivery, designing leaflets, posters, infographics, presentations, newsletters, and digital assets.

**Impact:**

Helped raise creative standards across customer communications while improving clarity, trust, & customer experience, ensuring Pearson shows up as confident, consistent, & human.

### FREELANCE INTEGRATED DESIGNER

Tutt Creative | 2017–2018

- Delivered end-to-end creative solutions across print and digital.
- Worked directly with clients to shape briefs, concepts, and final execution.
- Balanced creative vision with practical delivery and stakeholder needs.

## EXPERIENCE HIGHLIGHTS / CONTINUED

### **MEDIA RELATIONS EXECUTIVE (DESIGN)**

National Institute for Health and Care Excellence (NICE) | 2016–2017

- Led the development of data-driven visual storytelling, introducing a new infographic style adopted organisation-wide.
- Designed static and animated content for social media, increasing engagement and clarity around complex healthcare topics.
- Developed multimedia storytelling using Shorthand.
- Planned and delivered large-scale e-newsletters via Mailchimp to 30,000+ professionals.
- Collaborate closely with the media outlets and press offices.
- Helped shape and maintain visual identity across platforms.

### **IN-HOUSE GRAPHIC DESIGNER / COMMUNICATIONS OFFICER**

Sutton Housing Partnership | 2014–2016

- Owned creative direction, editorial content, and design delivery across the organisation.
- Created brand guidelines and acted as brand guardian.
- Supported leadership teams with campaign planning and communications strategy.

### **SENIOR VISUAL COMMUNICATIONS OFFICER**

St John Ambulance | 2003–2013

- Managed and delivered design projects from brief to completion.
- Produced print, digital, branding and identity materials across multiple platforms.
- Designed brochures, magazines, exhibition stands, banners, infographics and websites.
- Managed design teams and set up and directed photoshoots.

**Key Achievement:** - Created the new organisational brand mark - Developed a new visual language - Established a new photographic style.

## EARLIER CAREER

### **IVCA – PUBLICATIONS & INFORMATION OFFICER**

Created and produced all publications, including a 256-page Members' Handbook.

### **Two Way TV – GRAPHIC DESIGNER (BROADCAST & INTERACTIVE)**

Designed overlay graphics for live broadcast television and interactive digital channels.

### **Incom – SENIOR GRAPHIC DESIGNER / MARKETING EXECUTIVE**

Produced all publicity and marketing materials for a leading telecommunications distributor.

## LEADERSHIP & PROFESSIONAL DEVELOPMENT

Institute of Leadership & Management – **Team Leading & First Line Management**

London School of Public Relations – **Press Release Writing**

Skillstudio – **Presentation Skills**

## TOOLS & TECHNOLOGY

- InDesign
- Photoshop
- Illustrator
- Acrobat
- Premiere Pro
- Digital photography and video
- Shorthand
- Mailchimp
- Salesforce
- Maxemail
- PowerPoint
- Canva
- Figma
- Word
- Publisher
- SharePoint
- CMS (including Contensis)

## EDUCATION

- BTEC Higher National Diploma – Graphic Design / Illustration
- BTEC Ordinary National Diploma – Graphic Design / Illustration

## REFERENCES

### **MIKE LAVELLE**

SENIOR COMMUNICATIONS  
& COMPLAINTS MANAGER.  
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### **ELIZABETH SNOOK**

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