

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.**

07941082269

stutt65@hotmail.com

tuttcreative.co.uk

LinkedIn

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 whiteboard. The whiteboard has various diagrams and notes on it. The background is slightly blurred, showing other people and more whiteboards.

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 16% 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

Main Title

Placeholder text

Subheading

Placeholder text

Placeholder text

Placeholder text

Placeholder text

Placeholder text

Pearson

International General Qualifications update

Main Title

Subheading

Placeholder text

Placeholder text

Placeholder text

Placeholder text

Placeholder text

Infographics

Email design and templates



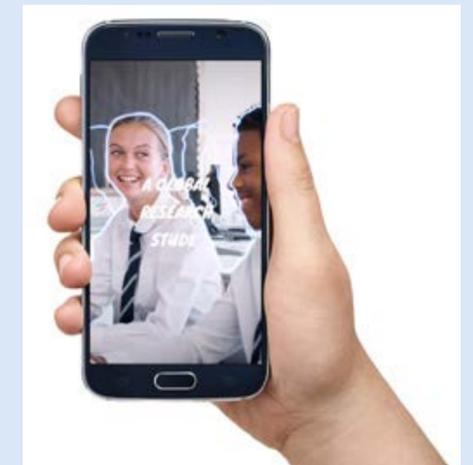
Snapchat



Powerpoint



Videos



TicTok

NICE INFOGRAPHICS

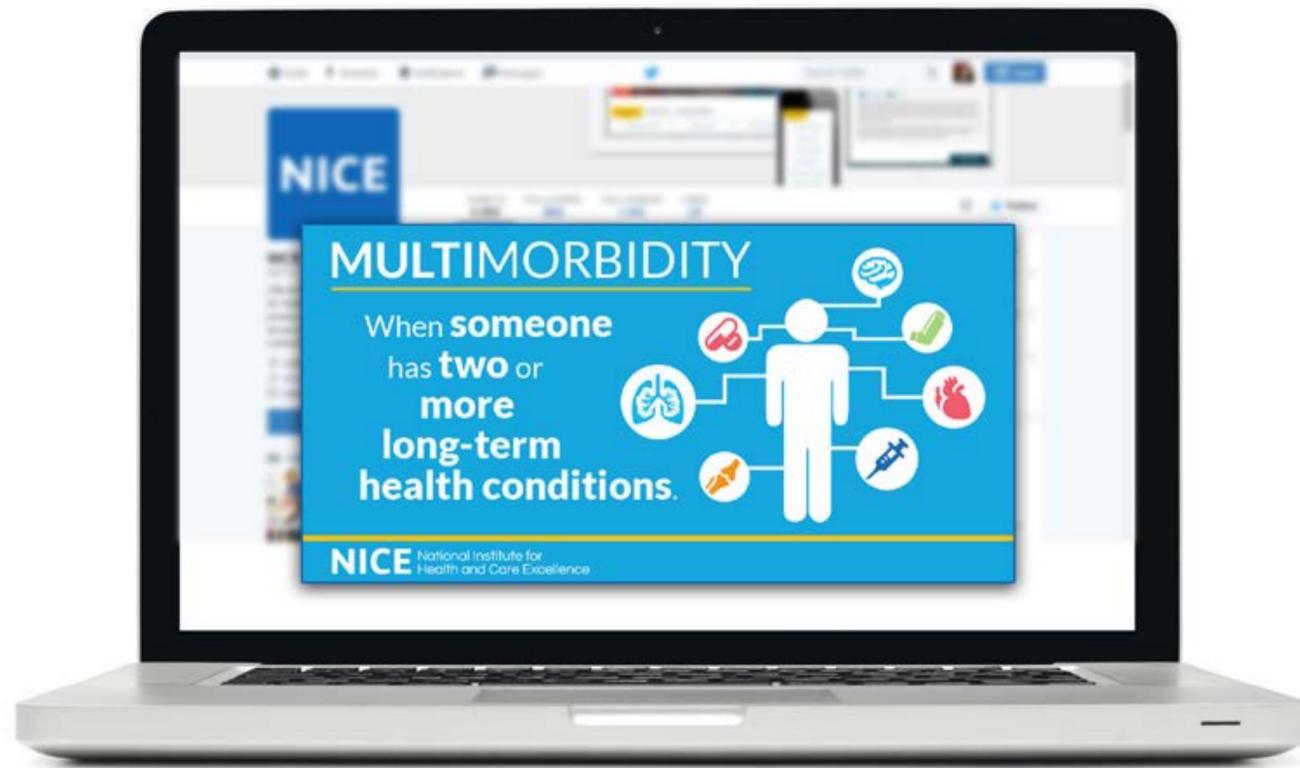
Improving Healthcare Communication

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



CURRICULUM VITAE



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.

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

07941082269

stutt65@hotmail.com

tuttcreative.co.uk

LinkedIn

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
- Firefly
- Acrobat
- Premiere Pro
- Digital photography and video
- Shorthand
- Mailchimp
- Salesforce
- Maxemail
- PowerPoint
- Word
- Publisher
- SharePoint
- CMS (including Contensis)

EDUCATION

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

REFERENCES

MIKE LABELLE

SENIOR COMMUNICATIONS & COMPLAINTS MANAGER.

PEARSON.

mike.lavelle@pearson.com

ELIZABETH SNOOK

HEAD OF TRAINING, ENGAGEMENT, COMMUNICATION, & KNOWLEDGE

PSQ CUSTOMER SERVICES ICC.

PEARSON.

elizabeth.snook@pearson.com