

Stephen Knight

Brand & Creative Designer

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SUMMARY OF QUALIFICATIONS

- 5+ years graphic design experience (7+ across creative and media roles) delivering cohesive digital, social, print and motion assets across a range of brands.
- Strong typography, layout and branding skills, creating and evolving visual identities using Adobe Creative Suite (Photoshop, Illustrator, InDesign), with experience in After Effects and Figma.
- Translates brief and insights into on-board deliverables that resonate with the target audience, staying up-to-date on design trends, techniques and best practices.
- Works effectively both independently and as part of a team, including in fully remote settings; strong communication and collaboration with marketing and wider teams.
- Manages multiple projects simultaneously with strong attention to detail, ensuring timely delivery and adherence to deadlines.

TECHNICAL SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign; Canva; Figma and XD; Microsoft Office Excel, Word, PowerPoint; Google Suite: Drive, Docs, Sheets, Slides, Meet; Asana, Zoom, Slack and Dropbox.

EDUCATION AND TRAINING

Bachelor of Arts (Hons) Digital Media Technologies, Sheffield Hallam University, UK

- Degree in Digital Media Technologies (Graphic Design, Motion Graphics, UX/UI Experience)

WORK EXPERIENCE

Health Records Facilitator, Diana Princess of Wales, UK Oct 2025 - Present

- Manage confidential records via the Lorenzo system, ensuring accurate tracking, secure storage and efficient retrieval in compliance with data protection regulations.
- Handle clerical and communication duties, supporting medical and administrative teams under deadline pressure.

Graphic Designer, Premier Equine, UK Jan 2025 - May 2025

- Conceptualised and designed print and digital materials, social media graphics, website banners and product packaging across multiple platforms using Adobe Creative Suite.
- Conceptualised and designed cohesive brand identities reflecting brand goals, logos, brand guidelines, colour schemes, typography and visual elements, and communicated concepts.
- Ensured visual consistency across projects by adhering to brand guidelines, and reduced proof errors through a meticulous internal review process.
- Collaborated with the marketing team on website assets, including retouching 100+ product images and optimising graphics to increase engagement.
- Created an internal file structure to manage digital assets, improving team efficiency and workflow.
- Produced 2 promotional motion graphic videos (After Effects) for 500 email subscribers, integrating typography, visual effects, composition and sound design.

Digital Marketing Designer (Temporary Remote), Rapid Travel Group, UK Oct 2020 - Dec 2021

- Designed 50+ social media graphics in Canva and Photoshop, resizing across platforms; supported a 200-follower Facebook increase in one month and grew brand awareness.
- Designed on-brand email signatures for 15 team members, ensuring cohesive internal and external communications.
- Produced a promotional video in After Effects (editing, visual effects, sound design) to highlight brand services, supporting an 86% increase in brand exposure.
- Pitched a two-minute promotional video concept to management using storyboards; refined creative direction from feedback.
- Worked remotely, communicating project progress via Slack and weekly status meetings, and managing own workload independently.

VOLUNTEER PROJECT EXPERIENCE

Creative Artworker (Remote), Lincolnshire Wildlife Trust, UK Apr 2019 - Oct 2019

- Designed a compelling brochure for distribution to 5,000+ households on recycling and pollution.

Communications Assistant (Remote), Lindsey Lodge Hospice, UK Apr 2019 - Oct 2019

- Worked with the Director to design newsletters, tickets, and posters using Adobe Creative Suite.

Marketing Team Member (Remote), Caistor Arts & Heritage Centre, UK Feb 2018 - Mar 2019

- Conceptualize a brand identity including brand assets logos, menus, posters, and stationary.

Media and Communications Officer (Remote), NHS, UK Jun 2016 - Aug 2016

- Designed and updated visually compelling marketing collateral including web banners, menus, infographics, social media, posters, and virtual interviews to receive insight into ambulatory care.

ADDITIONAL TRAINING AND EDUCATION

[Graphic Design Mastery: The FULL Branding & Design Process](#), Udemy (Remote) June 2024

- Develop branding standards and assets including ads, digital graphics, packaging, and stationery.
- Produce high and low-fidelity prototypes whilst developing a website mock-up in Adobe XD.

[Complete Web & Mobile Designer: UI/UX, Figma, +More](#), Udemy (Remote) March 2024

- User Interface (UI) and User Experience (UX) learning design principles, Figma based workflow, web and mobile responsive layouts, and HTML/CSS implementation.
- Build multiple portfolio-grade projects, including high-fidelity prototypes for web and mobile.

[The Branding Masterclass: The Entire Brand Design Process](#), Udemy (Remote) March 2024

- Understanding target audience, personas, and client briefs; creating stylescapes and moodboards

REFERENCES

Available on request