



Steve Loton

Graphic Designer

CONTACT

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EDUCATION & CERTIFICATIONS

Graphic Communication with Typography

University of Plymouth 2006–2009

Certifications

Udemy: After Effects Motion
Graphics Masterclass

AbilityNet: InDesign & PDF
Accessibility Course

Awards & Recognition

Celador Radio – Best New
Employee (2018)

REFERENCES

Available upon request.

INTEREST



PROFILE

I'm a creative and detail-focused Graphic Designer with over 15 years of experience in both digital and print design. I love combining great visuals with practical function, creating designs that work well across branding, marketing, and UI/UX.

I'm comfortable using Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), know my way around HTML/CSS, and keep SEO best practices in mind. I enjoy collaborating with different teams, seeing projects through from start to finish, and supporting junior designers.

SKILLS

- Graphic & Digital Design – Brand identity, typography, and marketing materials
- Web & UI Design – HTML, CSS, responsive design, UX best practices, SEO Tools
- Adobe Creative Suite – Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe Acrobat, Figma + Microsoft Office
- Creative Direction – Concept development, storytelling, campaign execution
- Project Management – Agile workflows, stakeholder communication, deadline-driven execution
- Team Leadership – Mentoring designers, cross-functional collaboration

EXPERIENCE

Designer | Simplyhealth (Aug 2022 – Present)

Designing for both Simplyhealth and Denplan, I've supported brand refreshes, created digital campaigns, and focused on accessible design to improve UX.

Website Designer | Smart Numbers (Nov 2020 – Aug 2022)

Designed and managed SEO-friendly websites, boosting traffic and visibility. Created brand assets and social content to strengthen online presence.

Graphic Designer (Contract) | Gecko Graphics (Aug 2020 – Nov 2020)

Worked on vehicle livery concepts and refreshed branding for local businesses, bringing new life to established identities.

Creative Designer | Cedar Group (Feb 2020 – Oct 2020)

Delivered a range of design work, from logos and infographics to packaging.

Senior Media Developer | Babcock (Apr 2019 – Feb 2020)

Created e-learning materials for the UAE Navy, including brand guidelines and collaborative content with copywriters and subject matter experts.

Graphic Designer and Copywriter | Celador Radio (Jan 2018 – Mar 2019)

As the sole designer, I supported the business with everything from sales materials and web content to social media, merchandise, and promotions.

Designer | Maru/edr (Jan 2015 – Oct 2017)

I designed research-driven products and built them using HTML/CSS in the company CMS, while also supporting Sales and Marketing with pitch materials, mock-ups, and internal content.

(Additional experience available upon request.)