



**Richard Morton**  
Senior Designer

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## PROFILE

I am a highly creative and forward thinking senior level designer with over 12 years of industry experience. I have had the pleasure to work in both agency and single sector company setups. I pride myself on my creative thinking as well as being an innovator with business focus.

I am always keeping on top of the latest design trends as well as keeping my skills current in an ever changing industry by learning new skills and processes in order to stay at the top of my game.

I have a keen interest in typography and layout design, specialising in publishing design at university, but in recent years have enjoyed the challenge of video, 3D and digital HTML marketing.

I have experience in all aspects of Adobe Creative Suite and also have experience in using more specialist software such as Cinema 4D, Bannerflow (HTML5, iFrames), Spirable and Figma.

I am driven by results and always produce work with a high level of pride.

## PROFESSIONAL EXPERIENCE

### **BRAND DESIGNER QiH Group | Oct 23 - Present**

Designing of all Brand related content, templates and toolkits  
Integration of Bannerflow to the business for Landing Pages, Display Advertising and Social channels  
UX/UI Design for All QiH sites

### **SENIOR DESIGNER Editec | May 23 - Oct 23**

UX/UI Design for African Betting market  
Production of TV content for sports and casino betting

### **SENIOR DESIGNER Betway | Oct 2020 - Apr 23**

Key part of the team in regards to the rebrand of Betway and responsible for the global brand guidelines  
Design of global campaigns and toolkits, used globally by regions  
Redesign of Betway products and product visual identities  
Working with our global sponsorship partners: West Ham United, Tottenham Hotspur, Atletico de Madrid, NHL, Cricket and Rugby South Africa and production of LED signage for the Premier League  
Working across multiple touchpoints including Bannerflow, UX and Video

### **OTHER PREVIOUS ROLES**

GRAPHIC DESIGNER - Think BDW  
CREATIVE ARTWORKER - MOO Print Ltd  
SENIOR ARTWORKER - Think BDW

Visit my portfolio site. View a selection of my most recent work, showcasing all my creativity, skills and achievements

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### KEY SKILLS

Adobe Creative Suite incl.  
After Effects  
Cinema4D, Elements, Blender  
Sketch, Figma and Adobe XD  
Bannerflow  
Spirable  
Microsoft Office  
Execution of brand guidelines  
Art / creative direction  
Global campaigns  
Product experience  
Mentoring junior designers



### EDUCATION

BA(hons) in Graphic Design  
Norwich School of Art + Design  
BTEC Diploma in Art +Design  
Colchester Institute  
3x A-Levels  
Mathematics, Art +Design and  
Design + Technology  
12 x G.C.S.E's (A\*-C)  
incl. English, Maths and Science  
Tendring Technology College



### REFERENCES

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