

■ Steve Tutt :: tuttcreative.co.uk

■ SUMMARY

Award winning Integrated Designer, looking for a position that would allow for an innovative or inventive approach towards communications, graphics and new media, where my creative ideas can be fully developed using my advanced Creative Suite skills.

■ WORK EXPERIENCE

■ Pearson UK

Digital Content Design and Communications Specialist :: 2018 – Present

My role is to make Pearson customers' lives **easier** and have a **positive impact** on their experience by giving them the **information they need, when they need it**.

- My role is split between **graphic design** (60%) and **communications** (40%).
- I use Pearson's **brand voice** and **style guides** to design **infographics, banners, leaflets, posters, booklets, newsletters, presentation slides** and **interactive material** - I am the brand champion for Customer Services
- I design and create **branded communications templates** for newsletters and ad-hoc messages
- I work closely with all teams in **Pearson Qualifications Services (PQS)** to ensure all communications are **accurate** and **appropriate** for the customer
- I ensure that the **appropriate sign off process** is followed, and all messages are sent within **Service Level Agreement (SLA)**
- I continually **review new channels** to interact with customers, advising the business on the most **effective methods of communication** and implementing as required
- I have proven experience in **proofing** and **content editing** documents for both **internal** and **external audiences**.

■ TUTT CREATIVE

Freelance Creative Integrated Designer :: 2017 to 2018 • Creative graphic design for both **print** and **digital**.

■ NATIONAL INSTITUTE FOR HEALTH AND CARE EXCELLENCE (NICE)

Media Relations Executive (Design) :: 2016 - 2017

- Designed and initiated the use of **data driven infographics**, both static and animated, on **social media**, to bring statistics and important information to life, and to act as a **visual story telling device**
- Developed **NICE's visual identity** across the range of communication materials and on all platforms
- Planned and constructed e-newsletters via **Mailchimp**, to over 30,000 healthcare professionals
- Designed and developed **Shorthand pages** to create **engaging multimedia stories**.

KEY ACHIEVEMENTS • Designed and developed a new and successful style of infographics

■ SUTTON HOUSING PARTNERSHIP

In-House Graphic Designer/Communications Officer :: 2014 – 2016

- All design, editorial management and content development across a range of publications and digital platforms
- **Print communications** (brochures, exhibition stands, magazine, display banners, flyers, etc), **internal and external communication campaigns** and other collateral on a regular basis
- Created **brand guidelines** and **style guides**, and acted as **brand guardian**
- I supported directorates across the organisation in the planning and delivery of communications, by providing **successful and effective work** across a variety of media platforms

KEY ACHIEVEMENTS • Created a new visual language for the organisation

■ TUTT CREATIVE

Freelance Graphic Designer :: 2013 to 2014

- I delivered creative, innovative and engaging solutions via a variety of communication media.
- These included **posters, signage, leaflets, photography** and **magazines**.

CLIENTS • Canine Partners • Westhill Communications • Skills Active • St John Ambulance • University College Dublin

■ ST JOHN AMBULANCE

Senior Visual Communications Officer :: 2003 - 2013

- I was responsible for the **management and execution of design projects from brief through to completion.**
- I provided **successful and effective work** across a variety of platforms, including **print communications** (brochures, exhibition stands, magazine, display banners, flyers, etc), **infographics, digital** (websites, photo enhancement), **branding and identity, internal and external communication campaigns** and other collateral on a regular basis, for a variety of purposes and tailored to individual requirements.

KEY ACHIEVEMENTS

- **Created the new brand mark** • **Created the new visual language for the organisation** • **Developed new photographic style**

■ IVCA

Publications and Information Officer :: 2001 - 2003

The IVCA is the professional body for leaders in strategic business and public sector communications. I was responsible for the design and production of all publications.

KEY ACHIEVEMENTS • **Created the 256 page Members Handbook. Organised printing, proofing and dispatch.**

■ TWO WAY TV

Graphic Designer :: 1997 - 2001

Responsible for the design and production of overlay graphics for live broadcast programmes and standalone digital interactive games channel graphics.

■ INCOM

Senior Graphic Designer/Marketing Executive :: 1994 - 1997

Responsible for the design and production of all publicity and marketing material for the UK's leading distributor of business telecommunications products.

■ KEY SKILLS & TECHNICAL

InDesign :: Photoshop :: Illustrator :: Premier Pro :: QuarkXpress :: Shorthand :: Maxemail :: PowerPoint :: Acrobat :: Publisher :: Word :: SharePoint :: CMS :: Contensis :: Agresso :: Mail Chimp :: Digital Photography

■ QUALIFICATION INFO

Lincolnshire College of Art and Design **BTEC Higher National Diploma** (Graphic Design/Illustration) :: 1988 - 1990

Medway College of Art and Design **BTEC Ordinary National Diploma** (Graphic Design/Illustration) :: 1986 – 1988

■ OTHER SKILLS

Institute of Leadership & Management

Level 2 Introductory Certificate in Team Leading :: **Level 3 Award** in First Line Management :: **Negotiating Skills**

London School of Public Relations

Professional Development Certificate: Press release writing

Skillstudio

First Presentation Skills :: **Effective Presentation Skills**

■ CONTACT & LINKS

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