

Harry Steele

Digital Designer | UX/UI & Motion Design

harryjasteele@gmail.com | harryjasteele.com | in/harryjasteele/

Digital Designer with over six years of experience delivering branding, UX/UI, motion, and digital marketing projects. Skilled in translating complex products and services into engaging visual experiences, with experience leading creative projects, mentoring designers, and delivering measurable campaign and web performance improvements.

Education

University of Salford / BA (Hons) Graphic Design / 2:1
2016 - 2019

Prestons College / BTEC Level 3 Diploma Graphic Design /
Distinction Distinction Merit
2014 - 2016

Experience

Move Marketing | *Graphic Designer* | 2022 – 2026

- **Branding:** Led brand identity projects for key clients including Hubron, delivering visual systems, product photography, and digital assets that increased social engagement by 12.3%.
- **Web & UX/UI Design:** Designed and launched six complete, responsive websites from concept to deployment; presented interactive prototypes to clients, integrating their feedback to iterate and refine the final designs to drive an average 20% increase in visitor engagement during launch periods.
- **Video & Motion:** Managed end-to-end video production for major campaigns, including TAWI's European expansion, from concept and storyboarding through to editing and motion design.
- **Team Leadership:** Provided creative direction and mentorship to junior and midweight designers, fostering collaboration, developing skills, and ensuring consistent quality across all creative outputs.
- **Project Workflow:** Streamlined multi-project workflows to simultaneously manage over five core client accounts, consistently delivering all assets on time and within scope.

Chess ICT | *Graphic Designer* | 2021 – 2022

- **Interim Leadership:** Appointed to lead the design department during the Head of Creative's leave, successfully managing a portfolio of active projects and facilitating cross-department collaboration with zero disruption to timelines.
- **Event Art Direction:** Developed branding and art direction for a virtual company conference, creating a sense of community and driving engagement from attendees.
- **Campaign Optimisation:** Designed and optimised promotional and nurture email campaigns utilizing rigorous A/B testing, which successfully boosted open rates by 2% and click-through rates (CTR) by 3%.

Chess ICT | *Junior Graphic Designer* | 2019 – 2021

- Supported digital and print campaigns across multiple departments, collaborating with senior creatives to maintain brand consistency and deliver marketing objectives.

RMS Design Agency | *Placement* | 2019

- Assisted design teams with asset creation, production workflows, and client briefs in a fast-paced agency environment.

Certifications

Google / UX Design Professional Certificate

2024

I completed the Google UX Design Professional Certificate to build upon my graphic design foundation. This advanced training enhanced my skills in user research, wireframing, and usability testing, allowing me to approach digital design with a highly strategic, user-centered mindset.

Skills

Design & UX: UI/UX Design, User Research, Wireframing, Prototyping, Usability Testing, Brand Identity, Motion Design, Art Direction.

Software & Tools: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Microsoft PowerPoint.

Core Competencies: Creative Direction, Team Mentorship, Multi-Project Management, Cross-Department Collaboration.