

Adam Lee Blythe  
Freelance Website Designer  
Bury St Edmunds, Suffolk

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## Personal Statement

Freelance website designer with a strong background in both web and graphic design. I specialise in WordPress brochure and ecommerce websites, building custom sites using Brizy and currently learning Webflow, having designed and built my own portfolio site with it. With over a decade of experience spanning agencies and in-house roles, I bring versatility, attention to detail, and a user-first mindset to every project. Open to freelance, contract, or temp roles on a hybrid basis – I hold a full UK driving licence and am happy to travel.

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## Areas of Expertise

- Web Design (Brochure & Ecommerce)
- Graphic Design
- UI Design

- Email Design (HTML & Visual)
  - Branding & Logo Design
  - Editorial & Print Design
  - Front-end Web Development
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## Tools & Technologies

- Figma
  - Adobe Illustrator, Photoshop, InDesign
  - WordPress (Brizy & other page builders)
  - Webflow
  - Topol (email design)
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## Professional Experience

### Freelance Website & Graphic Designer

*Self-employed*

Feb 2024 – Present

Designing and building WordPress websites using Brizy for a range of clients across sectors, including charities, education, retail, and tech. Services include web design, email design, branding, and visual identity creation. Projects often involve sitemap and content audits, user journey improvements, and mobile-first responsive design.

### Microsoft Research

*Graphic Designer (Contract)*

## Feb 2023 – Feb 2024

Collaborated with the lead designer on a brand refresh. Created research area illustrations and a PowerPoint icon library for researchers. Designed digital and print signage across two Cambridge sites for events, campaigns, and company communications. Delivered on-brand creative assets and redrew complex technical diagrams.

## Unity Online

### *Website Designer*

Jan 2021 – Jan 2023

Worked alongside PMs and developers to design WordPress brochure and ecommerce websites. Participated in client meetings, wireframing, prototyping, and handing over designs. Projects often involved technical integrations and branding refreshes, including logo design and new visual direction.

## Cubiq Design

### *Graphic Designer*

May 2015 – Jan 2021

Started as an editorial designer for in-house lifestyle magazines. Progressed into digital and motion graphics, producing video work for Stansted Airport and campaign assets for national brands. Delivered across all formats—magazines, advertising, emails, websites, and branding projects.

## Earlier Experience

Various in-house media roles in and around Bury St Edmunds, including media developer and junior designer roles supporting marketing departments with design and digital production.

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## Education

Buckinghamshire New University

BA (Hons) Digital Animation & Interactive Design

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## Availability

- Open to freelance, temp, or contract roles
- Hybrid and remote working (willing to travel)
- Based in Bury St Edmunds, Suffolk
- Full UK Driving Licence