

Adam Lee Blythe  
Freelance Web & Graphic Designer  
Bury Saint Edmunds, Suffolk

07861585137  
[adamleeblythe@gmail.com](mailto:adamleeblythe@gmail.com)  
[adamleeblythe.com](http://adamleeblythe.com)

[LinkedIn](#) | [Instagram](#)

---



## Personal Statement

Multi-disciplinary designer with over a decade of experience across agency, in-house, and freelance roles. I specialise in design that makes complex information clearer, simpler, and easier to use—whether that is a website, a digital document, or an email campaign. Focusing on structure, usability, and hierarchy rather than just decoration, I build long-term client relationships by delivering reliable, real-world value. Open to freelance, contract, or temp roles on a hybrid/remote basis.

---

## Core Offerings & Expertise

- Web Design & Development: Custom, template-free responsive websites designed and built from the ground up.

Every project includes comprehensive visual identity work—from logo design and refreshes to full typography web kits and digital style guides. Specialist development across Webflow and WordPress, with deep expertise utilising builders and ecosystems including Brizy, Elementor, Divi, and Gutenberg.

- Editorial & Document Design: Structured, considered layouts for reports, white papers, presentations, pitch decks, and brochures (print and digital) focusing on information hierarchy and content flow.
  - Email Design & Development: Reliable, cross-client tested HTML emails and reusable template systems built to perform consistently across all major email clients.
- 

## Tools & Technologies

- Design & Layout: Figma, Adobe Creative Cloud (InDesign, Illustrator, Photoshop), Canva
  - Web & CMS: WordPress (Brizy, Elementor, Divi, Gutenberg), Webflow, HTML/CSS
  - Documents & Presentations: PowerPoint, Microsoft Word
  - Email Marketing: Topol.io, Mailchimp, Campaign Monitor
- 

## Professional Experience

## Freelance Website & Graphic Designer

*Self-employed*

Feb 2024 – Present

- Provide ongoing, end-to-end design support for businesses across web, email, and documents, focusing on removing content complexity and improving layout flow.
- Design and build bespoke WordPress and Webflow websites from scratch, ensuring seamless mobile-first responsiveness and intuitive user journeys.
- Create structured digital PDFs, marketing materials, and reusable email template systems (using Topol.io) that clients can easily manage and scale.

## Microsoft Research

*Graphic Designer (Contract)*

Feb 2023 – Feb 2024

- Translated complex technical concepts into clear, engaging visual assets, redrawing intricate technical diagrams for publication and research presentation.
- Developed a comprehensive PowerPoint icon library and presentation assets to standardise document design for researchers.
- Collaborated on a brand refresh and designed high-impact digital and print signage across two major Cambridge sites for events and internal communications.

## Unity Online

*Website Designer*

Jan 2021 – Jan 2023

- Partnered with project managers and developers to design high-performing WordPress brochure and e-commerce websites.
- Led client discovery sessions, wireframing, and interactive prototyping phases to map out content structure before moving to final UI design.
- Delivered full branding refreshes, including logo creation and establishing fresh visual directions for expanding businesses.

## Cubiq Design

### *Graphic Designer*

May 2015 – Jan 2021

- Began as an Editorial Designer managing the layout, typography, and asset creation for high-end, in-house lifestyle magazines.
- Progressed into digital design, crafting multi-channel campaign assets, marketing emails, and print advertising for major national brands.
- Produced digital and motion graphics, including video assets for high-profile clients like Stansted Airport and The Jockey Club.

## Earlier Experience

Supported marketing departments in and around Bury St Edmunds with print layout, digital production, and ongoing marketing design assets.

---

## Education

- BA (Hons) Digital Animation & Interactive Design –  
Buckinghamshire New University
- Licence: Full UK Driving Licence (Willing to travel for hybrid  
roles)