



Simon Boxall

Graphic Designer

Contact

Phone Number

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Portfolio

<https://simonboxall.me/>

Education

University of Plymouth

BA: Design with Photography

Truro College

HND: Design with Photography

Colchester Institute

Foundation Diploma in
Art and Design

Skills

- Adobe Creative Suite
- Microsoft Office Suite
- Google Workspace
- Canva
- Mailchimp
- Wordpress + Elementor
- Hubspot

- Print and digital design
- Website design
- Logo design
- Branding
- Marketing
- UI/UX design
- Pitch decks
- Presentations
- Typography
- Layout design
- Photography

References

Available on request

Graphic designer with 15+ years' experience crafting clean, impactful visuals that help companies and brands communicate clearly and consistently.

With experience spanning multiple design disciplines, I bring a deep understanding of visual communication and brand identity to every project. I approach design with energy and purpose, guided by a philosophy of clean, thoughtful aesthetics that convey clear, impactful messages. My work consistently helps clients establish and maintain a cohesive visual language across digital and print platforms.

Experience

Sterling Woodrow Ltd

Graphic Designer (2021-2025)

Worked in-house across a portfolio of companies including investment, hospitality, and blockchain-based real estate, providing brand-driven design solutions and marketing assets to support lead generation and brand growth.

- **Brand strategy + consistency:** Standardised brand assets across group companies to create a cohesive visual identity. Developed brand guidelines and templated systems for consistency across web, print, and digital.
- **Marketing collateral:** Designed brochures, investor guides, and informational leaflets to simplify complex investment models and boost credibility with prospective clients.
- **Email design:** Designed targeted campaigns to promote offers, improve customer engagement, drive awareness, and generate new leads. Ensured brand tone and visuals were consistent across devices.
- **Web design + UX:** Spearheaded the redesign of multiple websites using WordPress/Elementor, enhancing visual hierarchy, improving navigation, and increasing lead conversion rates.
- **Hospitality brand overhaul:** Led a comprehensive refresh of a premium hotel's brand presence. Redesigned the website to reflect a more premium look and feel, and revamped printed collateral, including brochures, menus, and promotional materials to ensure consistency across all guest touchpoints.
- **Event + exhibition design:** Created high-impact visuals for corporate exhibitions, including branded stands, pull-up banners, and promotional assets to support lead generation, drive interest and brand recognition at industry events.
- **Social media content:** Designed branded content for Instagram, LinkedIn, and Facebook, tailored for engagement and strategic lead generation.

Crownlea Group

Group Design & Digital Marketing (2010-2020)

In-house designer supporting 15+ group companies, delivering multi-disciplinary creative solutions including print, web, brand, and video, that aligned with business objectives and helped each company grow.

- **Brand identity development:** Designed logos and built brand identities for group companies, sub-brands, and product lines. Developed scalable design systems that ensured consistency across internal and external communications.
- **Print design:** Created high-quality brochures, catalogues, flyers, and advertisements, tailored for both internal use and external client marketing.
- **Website design + development:** Designed, built, and maintained multiple company websites using WordPress, focusing on clean user experience and responsive design, ensuring a consistent brand presence online.
- **Digital asset creation:** Developed web banners, digital ads, and miscellaneous graphics to support company websites and digital marketing efforts.
- **Email campaigns:** Created visually engaging emails based on marketing team briefs, aligning content with campaign goals and brand tone.
- **Photography + video:** Shot and edited product, location, and lifestyle photography for use in print, web, and promotional materials. Produced and edited short-form videos for use on websites and at trade shows.