

Connor Linton

Designer based in London, specialising in motion, branding, and digital design.

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About me

I'm a proactive and detail driven designer with expertise in brand identity, motion, and digital design. I bring innovative, strategic solutions to projects while maintaining precision and creative impact. I love bringing concepts to life and seeing the positive results it can bring.

With strong time management and communication skills, I consistently deliver on deadlines, build collaborative relationships, and keep up to date with industry trends.

Skills

- Motion graphics
- Brand identity
- Brand strategy
- Digital design
- Creative direction
- Cross-functional collaboration
- Effective communication

Software experience

- After Effects
- Figma
- Illustrator
- Photoshop
- InDesign
- Premier Pro
- Microsoft Suite
- Google Suite
- TouchDesigner
- Blender
- monday.com
- Midjourney

Experience

Cuckoo - Midweight Designer

FEB 2023 - PRESENT

- Brand Development**
- Instrumental in shaping the brand’s early evolution, defining key aspects of its identity and positioning to strengthen market presence and improving brand recognition.
 - Developed comprehensive motion design guidelines and a cohesive visual system, including a reusable asset library (pictograms, expressive typography, logo animations) to ensure consistency and scalability across web, mobile, and external campaigns.
 - Conceived and launched the “Cuckoo Help” sub-brand for YouTube, reducing customer service demand by providing easy-to-understand, engaging broadband support content.
 - Maintained brand consistency through close collaboration with senior designers, copywriters, marketing and social.
- Advertising & Campaign Design**
- Partnered with the performance marketing and customer communication teams to translate audience insights and campaign objectives into high-performing multi-channel campaigns, including paid social, digital, OOH, and motion ads and emails.
 - Independently designed and produced all motion graphic ads and launched campaigns that elevated visual storytelling, reinforced brand identity, and generated 2M+ impressions, driving significant engagement across digital platforms and increasing brand visibility nationwide.
 - Collaborated with creative audio teams to produce cohesive, high-impact ads, ensuring alignment between sound design and visual storytelling for maximum campaign effectiveness.

- Internal Communications & Employee Experience**
- Produced and edited a 3.5-minute onboarding video that welcomed and informed 250+ new employees, contributing to a measurable increase in eNPS by +15. Managed the full creative process, collaborating with voice-over artists and music producers to ensure brand alignment.
 - Designed and launched an internal rewards and recognition app, enabling peer-to-peer shoutouts and strengthening company culture, achieving 40+ employee recognitions per week.
 - Independently designed and produced a motion graphics experience for a planetarium, introducing a company-wide team day in an immersive format that boosted excitement, engagement, and participation for 400+ employees.
 - Created training videos, animated explainers, and internal campaign content to simplify complex processes, improve knowledge retention, and enhance internal communication across the organisation.

Promoted from Junior to Midweight Designer in April 2024 in recognition of exceptional creative output, ability to lead high-impact projects, and strong cross-functional collaboration. Progressed from executing design tasks under guidance to owning strategic brand initiatives, leading end-to-end creative campaigns, and shaping internal engagement programmes.

Amberjack - Graphic Designer

SEPT 2021 - FEB 2023

- Sole In-House Designer & Creative Lead**
- Collaborated with large multi-national brands to design high-impact creative assets, showcasing adaptability to diverse brand guidelines and visual identities.
 - Developed digital, print, and motion design materials that supported recruitment campaigns, employer branding, and candidate engagement initiatives.
 - Ensured fast turnaround on projects under tight deadlines while maintaining quality and brand consistency across all deliverables.
 - Played a key role in Amberjack’s brand refresh, designing new website elements and producing an animated explainer video to clearly communicate the company’s offering.

Education

Sheffield Hallam University

SEPT 2016 - AUG 2021

- Art and Design Award** - Awarded to the student who has shown outstanding commitment, hard work and determination to succeed.
- BA (Hons) Graphic Design** - First Class Honours
- Art and Design Foundation Diploma** - Distinction