

Charlie Loughran

Digital Designer · Digital & Brand

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PROFILE

Digital Designer with a background spanning UX/UI, web, brand, and print. I've delivered for recognisable clients across sport, arts, sustainability, and higher education, designing dashboards that turn complex data into something usable, building lead-generating websites from the ground up, and producing brand-consistent work across high-volume, deadline-driven environments.

I bring the same precision and curiosity to a user flow as I do to a page layout, and I've proven I can run projects independently from brief to delivery. Now I'm looking to bring that into a design team, working alongside others to grow, share ideas, and build products and services that make life easier for the people who use them.

EXPERIENCE

UI Designer (Contract)

Mar 2026 – Present

University of Salford

- Designing a Figma-based dashboard UI for a decarbonisation tool targeting the UK construction sector, transforming an unusable legacy interface into a clear, navigable product.
- Produced high-fidelity wireframes covering user flows, layout hierarchy, colour system, and typography across multiple screens and states.
- Translating early-stage project requirements into a coherent visual direction through iterative design proposals aligned with the developer.
- Conducting a UX audit of a commercialisation website for SmartScan technology, identifying usability gaps and informing the redesign brief.

Creative Designer & Marketing Lead

Jan 2026 – Present

Harvest Communications

- Building the Harvest company website from the ground up using React, Vite, and TypeScript; architecting the site structure, visual language, and first-phase MVP to establish the brand's digital presence.
- Designing theatre programmes for West End and touring productions, managing layout, typography, and content from client-supplied assets to print-ready delivery.
- Strengthening brand cohesion across all digital touchpoints as part of an ongoing identity refresh.
- Prototyping an internal team dashboard to surface workload visibility and output analytics, informing efficiency, content and social strategy.
- Experimenting with LLMs to create tools that can further improve team workflow and client satisfaction

Marketing Officer

Jan 2025 – Dec 2025

University of Salford, Centre for Sustainable Innovation

- Restructured and redesigned the Centre's WordPress site, improving navigation and information architecture within CMS template constraints.
- Contributed to the UI design of an AI Cyber Security tool, supporting the usability and accessibility for Greater Manchester SMEs.
- Developed the Centre's brand identity, producing infographics, printed collateral, roller banners, motion graphics, and slide decks.
- Managed LinkedIn B2B content strategy, posting consistently and using analytics to refine audience engagement and reach.
- Planned and executed a Google Ads campaign; collaborated with the Marketing Manager on broader brand strategy.

Director / Freelance Designer

Oct 2024 – Present

LOCRN

- Running an independent design practice alongside employment, delivering print, brand, and digital projects for clients across theatre, arts, and education.
- Designed a 16-page two-year summary report for the University of Salford, transforming a dense document into a print-worthy, navigable publication.
- Managing all client communication, project timelines, invoicing, and business operations independently via Xero.

Graphic & Digital Designer

Jun 2023 – Oct 2024

HTDL

- Designed the website front page for Sixways Stadium and Worcester Warriors in Figma, covering full UX and visual design for a recognised sports brand.
- Led the rebranding of ATG's theatre programme suite across 100+ productions and 40+ venues, implementing new brand guidelines at scale.
- Introduced paragraph, character, and object styles in InDesign across the design team, significantly improving consistency, reducing errors, and accelerating production.
- Introduced a Kanban board for production management, improving workload visibility and on-time delivery across a high-volume team.
- Quickly took a leadership role after joining, driving improvements to design systems and cross-team collaboration processes.

SKILLS

Design & UI: Figma, Adobe InDesign, Illustrator, Photoshop, Layout Design, Visual Hierarchy, Typography, Brand Identity

UX: User-Centred Design, Wireframing, Prototyping, UX Auditing, Information Architecture, Interaction Design, Accessible Design

Web & CMS: React, TypeScript, Vite, WordPress, Umbraco, Website Architecture, CMS Management

Marketing: Digital Marketing, LinkedIn B2B, Google Ads, Analytics, Content Strategy

Soft Skills: Stakeholder Collaboration, Cross-functional Teamwork, Deadline-Driven Delivery, Project Management, Client Communication

EDUCATION

BA (Hons) Digital Media and Extended Reality (XR)

Sep 2020 – Jun 2023

University of Salford

First Class Honours

- Key modules: Designing User Experiences (UX), Digital Innovations and Technology, Creative Collaboration, Digital Project Management.
- Dissertation: How Digital Access Affects Future Career Options for Adolescents.

A-Levels & GCSEs

Sep 2013 – Aug 2020

St Peter's Catholic School and Sixth Form College

- A-Levels: Mathematics (B), Computer Science (B). GCSEs: 12 subjects (grades 8–4) including Further Mathematics (B).

CERTIFICATIONS & DEVELOPMENT

- Umbraco Professional Certification: Umbraco CMS
- Made Smarter: Digital Marketing for Manufacturers

LINK TO PORTFOLIO

charlieloughran.co.uk