



[martinmoores.com](http://martinmoores.com)



[hello@martinmoores.com](mailto:hello@martinmoores.com)



[linkedin.com/in/martin-moores](https://www.linkedin.com/in/martin-moores)

## Education

### University of Cumbria, Carlisle

September 2005 - August 2008

BA (Hons) 2:1 in Graphic Design

### Mid-Cheshire College, Cheshire

September 2001 - July 2005

HND in Graphic Design

BTEC National Diploma in Graphic Design

A-Level Art

## Core skills

UI Design  
Responsive Web Design  
Design Libraries & Systems  
Design QA  
Concept Design  
Prototyping with motion  
Sketching  
Illustration  
Art Direction & Photography  
Print Design  
Client Management  
Presenting

## Core Tools

Figma  
Sketch  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe Firefly  
Microsoft Excel  
Microsoft Powerpoint

## Brands Include



Deloitte. first direct



Sainsbury's



# Martin Moores

## Creative Digital Designer

## Summary

I'm a **creative** digital designer with a strong emphasis on **visual design**.

With over **17 years experience** working in consultancies, with agencies and as a freelancer I adapt and thrive to any team set up. I've worked across various industries and sectors in locations throughout Europe and North America. I'm a conceptual thinker with a flair for **transforming ideas** into reality and truly value the importance of good design.

My strengths and skills lie in realising a concept, bringing ideas to life as well as working within brand guidelines and onto project delivery.

## Experience

### Deloitte Digital

**Senior Designer** - October 2017 - February 2025

Contributing to multi-million-pound end-to-end transformation projects, creating MVPs for **global clients** as well as **concept development** and **brand creation** for various initiatives as part of the visual design team.

Other key contributions included playing a key role in **business development** by forging **strategic global alliances**, including becoming an **Adobe Alliance lead**, organising events and facilitating training sessions for the wider team to introduce new software and improve workflows. Producing pitch materials to secure new business and **foster client relationships**.

Progressing to become a people leader, **mentoring** junior design team members, guiding career progression, and managing client and colleague relationships effectively.

### Market Gravity - A Deloitte Business from October 2017

**Senior Designer** - March 2017 - October 2017

**Designer** - March 2015 - March 2017

**Junior Designer** - March 2014 - March 2015

Working alongside innovative multi-discipline teams from insights, propositional and tech to take ideas from **post-it to hi-fidelity prototypes** in a fast paced and ever evolving environment. **Leading** design work streams, mapping the customer experience, **crafting** user interactions as well as workshop facilitation, design experiments and customer testing.

Whilst at Market Gravity the business developed from a startup to an award winning global leader in propositional design, this role involved working **collaboratively** with client teams and customers to unlock visual and creative potential through **rapid prototype** development.

### Freelance

August 2008 - March 2014

Contract work for various design, marketing and multimedia agencies, including theTeam, Strudel and Stafford Long. Creating unique, innovative designs for **print** and **digital** including a rebrand of the TSL Education website, UI design for the Gas Safe register website, art direction, illustration and typesetting promotional material for Severn Trent Water.