Phillip Atkinson-Walker

Senior Designer at the School of Coding & AI

BA (hons) & MA in Graphic Design

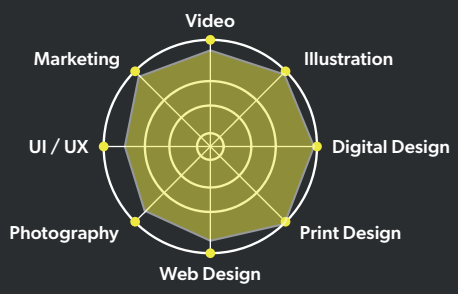
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Creative Toolset

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD / Sketch / Figma
- Adobe After Effects
- Adobe Premiere Pro
- Webflow / Wordpress / Shopify
- Mailchimp / Klaviyo



Full UK Driving License

VIEW MY PORTFOLIO

Product-focused Creative Lead with 15+ years' experience in digital transformation, e-commerce growth, and multi-brand strategy. Skilled in leading cross-functional teams, defining roadmaps, and optimising customer journeys for measurable outcomes. CMI Level 5 qualified, with expertise in stakeholder engagement, hybrid team management, and digital-age leadership. Trusted by brands including Geepas, Gemporia, Harvester, Toby Carvery, and Miller & Carter, and has delivered creative for global stars such as Karan Aujla and Ranveer Singh.

Key Achievements

- £15M+ uplift delivered through CRM and email product optimisation.
- £1.5M revenue generated from a single promotional email campaign.
- Built and optimised automated Klaviyo flows, contributing to 60% growth.
- Delivered 35M+ views across TikTok & Instagram through viral campaigns.
- Completed CMI Level 5 Diploma in Management & Leadership, developing advanced leadership and strategy skills.

Work Experience

School of Coding & AI - Wolverhampton / Birmingham
Senior Designer | Feb 2026 - Present

- Lead digital design strategy for coding and AI programmes.
- Delivered multi-channel content across print and digital to improve engagement.
- Aligned brand, user experience, and institutional goals.
- Collaborated with academic and marketing teams on cross-regional initiatives.

Western International Group (UK) Ltd - Wolverhampton
Creative Lead | Jul 2024 - Present

- Owned digital roadmap for Geepas, localising a multi-billion-pound UAE brand for UK retail.
- Defined feature and content strategy across print and digital platforms, improving engagement.
- Aligned commercial strategy with brand identity, delivering a boost in sales and customer reach.
- Collaborated with tech, marketing, and regional teams to ensure cross-market consistency.

Gemporia Partnership Ltd - Redditch

Creative Lead | Mar 2023 - Jul 2024

Senior Designer | Aug 2022 - Mar 2023

Mid-weight Designer | Aug 2019 - Aug 2022

- Led a five-person design team producing campaigns across e-commerce, social, and packaging.
- Delivered a website redesign and CRM campaigns that generated £15M+ in sales uplift.
- Developed and enforced brand guidelines across multiple platforms, ensuring consistency.
- Improved the digital customer journey through strategic UX and content design.

PhillyDesigns
Freelance Designer | 2011 - Present

- Delivered brand strategy and creative campaigns for a wide range of clients, including high-profile figures such as Karan Aujla and Ranveer Singh.
- Designed bespoke visuals and branding that significantly increased social engagement and growth.
- Provided end-to-end creative direction, from concept to execution, across digital, social, and print.
- Developed tailored design solutions that directly supported sales, visibility, and client business goals.

Tipton Town FC - Tipton
Freelance Graphic Designer & Photographer | Aug 2022 – 2025

- Designed brand assets and digital campaigns to enhance club engagement and sponsorship appeal.
- Produced matchday graphics, social content, and photography for multiple media channels.

Brands I've worked with:

GEEPAS · Harvester · Miller & Carter Steakhouse · RGK · The Church of England · All Bar One · NHS · Gemporia · ticketmaster · BCA

Core Skills

Product Roadmapping & Backlog Prioritisation | Agile / Sprint Management (JIRA, Azure DevOps) | SaaS Integrations (Shopify, Amazon A+ | Stakeholder Engagement & Workshop Facilitation | Customer Journey Optimisation & UX/ UI Design | KPI Tracking, Data Analysis & Test-and-Learn | GDPR Compliance in Digital Marketing | Cross-Functional Team Leadership | Creative Direction & Brand Guardianship | 360 Campaigns & E-commerce Growth | CRM Campaigns & Klaviyo Automation | Adobe Creative Cloud Suite | HTML/CSS | Content Creation

Visit my website:

Verse Group Ltd (Mitchell & Butlers) - Birmingham
Digital Designer | May 2019 - Aug 2019

- Executed digital campaigns for leading UK brands: Harvester, Toby Carvery, and Miller & Carter.
- Created targeted CRM email flows, in-store visuals, and digital assets for apps and web.
- Ensured brand guardianship across all customer touchpoints, enhancing user experience.

Earlier Career
2015 – 2020

IGYB Creative Spaces - Birmingham
Lead Designer & Creative Consultant

Designed and executed branding and creative projects for clients across various industries. Conducted market research to inform design strategies and create impactful visual identities. Led cross-functional creative projects, delivering exceptional results that boosted client brand visibility and engagement.

Omega Funerals - Birmingham
Lead Designer & Creative Consultant

Created bespoke and thoughtful design solutions for personalised funeral arrangements, ensuring client expectations were met with sensitivity and professionalism. Delivered visually impactful materials that enhanced customer experiences.

University of Wolverhampton SU - Wolverhampton
Digital Designer

Designed visual materials for student societies and local businesses, creating impactful designs for both print and digital platforms. Developed campaigns that boosted student engagement and strengthened community ties. Ensured strong client communication to translate needs into high quality creative solutions.

RGK Wheelchairs Ltd (Sunrise Medical) - Burntwood
Graphic Designer & Product Photographer

Developed marketing content tailored for a niche audience of wheelchair users. Designed promotional brochures and social media campaigns that effectively highlighted specialised wheelchair features. Captured compelling product imagery that elevated brand perception and increased customer engagement.

Key Skills

Digital Design	Branding	Strategy	Print Design
Email Marketing	Packaging	UI | UX Design	PPC Ads
Web Design	Accessibility	Content Creation	HTML

Education & Training

Chartered Management Institute
CMI Level 5 Diploma in Management and Leadership (Completed 2025)

CMI Foundation Degree:

- *Equipping High Performing Teams*
- *Managing & Leading Hybrid Teams*
- *Approaches to Managing & Leading in a Digital Age*

Graphic Design Master's Degree
Coventry University

Visual Communication | Graphic Design Bachelor's Degree
University of Wolverhampton