

MICHAEL PADUA

Brand & Marketing Designer

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PROFILE

Brand and marketing designer with 13 years' in-house experience at National Express West Midlands, applying brand guidelines across a public-facing network serving 19 to 21 million annual passenger journeys. End-to-end delivery across print, digital, social, and motion — from campaign concept through to production-ready artwork. Particularly strong on multi-stakeholder briefs with tight turnarounds, working alongside marketing, operations, and HR teams.

SKILLS & TOOLS

Design & creative: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), 3D Blender, Google Web Designer

Digital & motion: Animated HTML5 display ads, social-first content, motion graphics, digital banner production

AI tools: Adobe Firefly, Open Artist and ChatGPT

Specialisms: Brand guideline application at scale, multi-channel campaign design (print + digital), production artwork, internal communications design

EXPERIENCE

MP Creative — Birmingham *January 2026 – Present*

Freelance Designer / Portfolio Refresh

- Designed and developed the Piraso freelance website, creating a modern, responsive user experience aligned with the brand's visual identity.

National Express West Midlands — Birmingham *April 2021 – January 2026*

In-house Graphic Designer

- Designed multi-channel marketing campaigns across 100+ customer touchpoints per year — bus stop posters, vehicle coving, customer leaflets, social carousels, and animated digital display ads — applying NX brand guidelines at scale across a network serving 19 to 21 million passenger journeys annually.
- Owned end-to-end production for If You Know You Go National Express and Dublin Express — City to Airport, from initial concept through stakeholder review to final print and digital delivery, working to turnaround windows as short as 3-5 days for service-change communications.
- Produced internal communications reaching 15,000 frontline staff across drivers, depot teams, and customer service — covering safety campaigns, recruitment drives, and operational change comms.
- Built animated HTML5 display ad units in Google Web Designer for customer acquisition campaigns, handling concept, motion, and final spec delivery against publisher requirements.
- Managed concurrent briefs from marketing, HR, and operations stakeholders, consistently meeting tight turnarounds for seasonal campaigns and service-change announcements.
- Directed external freelancers on overflow campaign work.

National Express West Midlands — Birmingham *January 2013 – April 2020*

Freelance Graphic Designer

- Provided on-call design support across print and digital campaigns over seven years, building deep familiarity with NX brand guidelines, internal stakeholders, and production workflows — leading to permanent in-house appointment in 2021.

- Delivered artwork for marketing campaigns, internal communications, and customer-facing print materials including timetables, leaflets, and bus stop assets.

***Note:** Freelance engagement paused April 2020 – April 2021 during Covid-related reduction in NX marketing activity; returned in permanent in-house capacity April 2021.*

Early career — Birmingham 2012

Junior & intern design roles across Birmingham agencies

- Design placements with iDrawWithLight, TRENDiPEOPLE, Keane Brands, and BeHiring — covering corporate identity, brochures, web/UI concepts, and e-commerce marketing collateral.

EDUCATION

BTEC Higher National Diploma, Graphic Design (Level 5) 2010 – 2012

Solihull College, Blossomfield Campus

BTEC National Diploma, Graphic Design 2006 – 2010

Sutton Coldfield College, Josiah Mason Campus