

KIERAN BARTER

Award-Winning Creative Design & Communications Lead

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PROFILE

Award-winning Creative Design & Communications Lead with 13+ years of B2B and B2C experience turning brand, UX and storytelling into measurable business performance. Brings a distinctive blend of creative direction, UX/UI expertise, data-led decision-making and commercial acumen, operating at the intersection of brand, digital strategy and organisational outcomes. Winner of the 2025 CSS Design Awards (Innovation, UX, UI) and the 2025 Web Award for Best Consultancy Website, recognised for delivering digital experiences that build trust, credibility and market differentiation. Trusted advisor to Executive Leadership and Boards, known for translating complex strategy into clear, compelling brand architectures and positioning marketing as a strategic value driver rather than a support function.

CORE SKILLS

Creative Direction, Brand Identity & Communication Architecture • UX/UI Design, User Journeys, CRO & Website Performance Optimisation • Full-Funnel Marketing Strategy & Go-To-Market Alignment • Data, Analytics & Performance Optimisation (GA4, CRO, A/B Testing) • AI-enabled Creative, Content & Automation Workflows • Paid & Organic Social Strategy (LinkedIn, Instagram, TikTok, X, YouTube) • Internal Communications & Employer Brand • Executive & Board-Level Advisory • Budget Ownership & ROI Management • Cross-Functional Team Leadership • Multimedia Production (Video, Podcasting)

EMPLOYMENT HISTORY

Skewb Ltd — Creative Design & Communications Lead (2022 – Present)

- Senior advisor to Executive Leadership and Board on brand, communications and digital strategy, ensuring brand and marketing activity directly supports commercial, regulatory and growth objectives.
- Built and led a marketing and communications function aligned to wider business KPIs, including brand awareness, engagement, pipeline contribution, talent attraction and digital performance.
- Developed a full brand identity and communication architecture spanning multiple portfolios and digital propositions.
- Delivered award-winning digital experiences recognised by the CSS Design Awards and Web Awards.
- Designed and implemented analytics-led optimisation processes with early success indicators.
- Introduced AI-enabled creative and content workflows across channels.
- Oversaw paid and organic social growth across LinkedIn, Instagram, TikTok, X and YouTube.
- Built an internal communications ecosystem including newsletters, video content and podcast studio.
- Managed six-figure budgets and cross-functional teams to deliver efficient ROI.
- Led UX/UI, CRO and website performance optimisation.

Agency7 — Senior Account & Design Manager (2018 – 2022)

- Partnered with Executive-level stakeholders across B2B and B2C to deliver brand and digital strategy.
- Led creative output for 15–20 clients, producing full brand systems and digital assets.
- Managed client relationships as strategic partner and primary contact.
- Directed cross-country design and development teams (UK, India, Spain).
- Delivered measurable social, web and email campaigns.
- Produced structured monthly and quarterly strategy plans aligned to client business goals.

Freelance — Digital Designer & Brand Specialist (2016 – 2018)

- Delivered branding, UX/UI design, websites and creative assets to global clients.
- Created brand guidelines and digital systems across diverse industries and company sizes.

Sun Pubs Ltd — Digital Media & Marketing Assistant (2013 – 2015)

- Produced digital campaigns, managed social channels and created promotional graphics.
- Maintained WordPress websites and aligned content to brand guidelines.

EDUCATION

Access Creative College — OCR Level 3, Creative & Digital Media Competence (2015)

Sixth Form College, Solihull — A-Levels in Media Studies, Graphics, English Literature (2012)

Grace Academy Solihull — GCSEs incl. English Lit (A), Media (B), ICT (A)

ADDITIONAL

- Full UK driving licence