

Nottingham | 07504500920 | abimflint@gmail.co.uk | <https://www.abiflintdesign.co.uk/>

I am a Senior Learning Developer and Digital Designer with 8 years' experience across learning, digital, UX and UI. I create accessible, user-centred outcomes that combine instructional design with strong visual and interaction design, covering the full project lifecycle from discovery and stakeholder collaboration through to design, development and delivery. Working primarily in tools such as Articulate 360 (Storyline and Rise) and Adobe Creative Suite, underpinned by a Professional Diploma in Digital Learning Design, with a strong focus on WCAG accessibility, structure and usability.

Experience

June 2024 - Present

Senior Learning Developer / Digital Designer

Admiral Group PLC

- Designed and developed accessible learning across multiple business areas using Articulate 360, applying WCAG standards from the outset to ensure every output is usable by all learners rather than treating accessibility as an afterthought.
- Collaborated with subject matter experts to interpret source content, applying instructional design principles from needs analysis and storyboarding through to final delivery whilst shaping technical knowledge into clear, structured learning that works for the audience.
- Applied professional graphic and digital design skills to produce bespoke visuals, branded templates and animated explainer videos, creating a visual standard that goes well beyond standard eLearning conventions.
- Delivered all projects to a consistently high standard, with feedback on one learner experience describing it as "the best learning I have done in 15 years".

May 2024 - June 2024

eLearning Developer (contract role)

Serco

Delivered a suite of Articulate Rise eLearning modules within a fixed-term contract, scoped and completed to brief within an accelerated timeline.

Jan 2023 - May 2024

Digital Designer

Bulb Studios

- Designed UX/UI solutions across web, app and branding projects, applying human-centred design and WCAG accessibility standards to ensure inclusive, intuitive experiences for end users.
- Introduced low-code/no-code solutions to streamline client processes, replacing manual workflows with scalable digital tools that improved team efficiency and reduced delivery friction.
- Operated across multiple client disciplines simultaneously, managing design work from brief through to handoff while maintaining brand and accessibility standards throughout.

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Oct 2018 - Jan 2023

Digital eLearning Designer / Production Lead

BYG Systems LTD

- Rose from a junior position into a team leadership capacity, supporting and overseeing where necessary day-to-day operations whilst managing concurrent project work across a varied client portfolio, maintaining quality, timelines and team morale under pressure.
- Applied core instructional design principles and learning theory, including audience analysis, learning objectives and content sequencing, to develop effective eLearning across a wide range of industries and learner types, building a strong foundation in evidence-based learning design.
- Developed interactive eLearning in Articulate 360 for nationally recognised brands, producing reusable design templates and on-brand visual assets including custom illustrations, iconography, branded UI components and animated explainer videos.
- Worked directly with SMEs, clients and Project Managers across the full project lifecycle, from brief and storyboard through to final delivery and sign-off.

Tools

Articulate 360 | Adobe Creative Suite | Powtoon | Figma | Canva | Microsoft Office | Generative AI

Skillset

eLearning Development | Instructional Design | UX/UI Design | Digital Design | Animation and Video production | Interaction Design | Storyboarding | WCAG 2.1 Accessibility | Inclusive Design | Stakeholder Management | Mentoring

Education

2025

Professional Diploma in Digital Learning Design

Grade - Distinction

Digital Learning Institute

2015 - 2018

BA (hons) Graphic Design

Grade - 2:1

Sheffield Hallam University