



E-LEARNING DEVELOPER | DIGITAL DESIGNER

Location
Nottingham

Telephone
07504500920

Email
abimflint@gmail.co.uk

Website
[https://
www.abiflintdesign.co.uk/](https://www.abiflintdesign.co.uk/)

I am a digital designer with 8 years' experience across design, learning, web, UX and UI, specialising in accessible and engaging digital experiences. I apply a user centred approach to learning design, drawing on UX/UI best practice, learning theory and animation, while continuously developing my skills in line with evolving digital learning technologies.

Experience

June 2024 - Present

Senior Learning Developer / Digital Designer

Admiral Group PLC

- Design and develop accessible e-learning across multiple departments using a range of learning technologies, including Articulate 360, ensuring outputs are accessible by all learners.
- Apply graphic and digital design skills to produce on-brand visual assets, including custom illustrations, iconography, UI components, branded templates, PDFs and animated explainer videos.
- Lead end-to-end delivery of projects, from stakeholder and SME collaboration through to launch, managing competing priorities while maintaining quality and on-time delivery.

May 2024 - June 2024

E-Learning Developer (contract role)

Serco

Delivered a suite of Articulate Rise e-learning 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 principles and WCAG accessibility standards to ensure inclusivity.
- Introduced low-code/no-code solutions to streamline client processes, used basic coding techniques to enhance.
- Worked across multiple client projects simultaneously, from brief through to handoff, while maintaining consistency with brand and accessibility standards.

Location
Nottingham

Telephone
07504500920

Email
abimflint@gmail.co.uk

Website
[https://
www.abiflintdesign.co.uk/](https://www.abiflintdesign.co.uk/)

June 2022 - Jan 2023

Digital E-Learning Designer / Production Lead
BYG Systems LTD

- Stepped up into a team leadership capacity, supporting day-to-day operations whilst managing concurrent projects across a varied client portfolio, maintaining quality, timelines, and team morale.
- Developed interactive e-learning 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 from briefing and storyboarding through to final delivery and sign-off.

Dec 2021 - June 2022

Digital E-Learning Designer
BYG Systems LTD

Progressed to independent project ownership, designing and developing Articulate 360 e-learning, graphics and animations whilst mentoring junior team members.

Oct 2018 - Dec 2021

Junior Digital E-Learning Designer
BYG Systems LTD

Built core expertise in Articulate 360, instructional design, and client facing e-learning delivery across diverse industries, developing from foundational skills to confident, independent production.

Skillset

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

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