



*UX/UI & GRAPHIC DESIGN*

# **PORTFOLIO**

BRANDON

2025

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# HELLO!

Hello, I'm Brandon — a versatile UI and graphic designer with experience across different industries and creative fields.

I'm passionate about creating designs that connect with people and make an impact. From early ideation through to polished outcomes, I enjoy the process of bringing concepts to life in ways that are both thoughtful and engaging.

Thank you for taking the time to explore my portfolio. I hope it gives you a sense of who I am as a designer and the kind of creativity I can bring to your projects!

## EDUCATION

**2019 - 2020 - University of Lincoln**

Graduated with a merit in MA Design

**2014-2017 - University of Lincoln**

Graduated with a 2:1 in Media Production

## SKILLS



## EXPERIENCE

- **Inspired Entertainment (2022–2025)** Three years designing UX/UI solutions and animations for global clients including Bet365, NFL, and NHL.

- **Make an Entrance Ltd (2020–2022)** Two years producing bespoke branding, print media, and digital marketing assets.

- **soundLINGS (2018–2019)** Delivered marketing graphics, publications, and rebranding projects for arts-based services.



# UX/UI Design

## Expanding into UX/UI Design

I transitioned from a branding/graphic design background into UX/UI at Inspired, building new skills in animation, interface design, and front-end development.

## STOCK WHITELABEL UI (BEFORE)



## New Job, New Skills

I gained experience with a range of tools, including Adobe Animate, Notepad++, Chromium, and JavaScript to enable the development of branded UI for clients.

## CLIENT BRANDED UI (AFTER)



# UX/UI Design

Faithful to the brand

I've also worked on Bespoke BetBuilder products, where I tailored every UI element to the client's branding—creating a visually consistent, intuitive user experience from pre-existing UI Design



**CURRENT WEBSITE UI (BEFORE)**

UX/UI design at Inspired sits at the intersection of creative design and technical functionality. It requires adaptability, problem-solving, and precision—whether I'm editing JavaScript to improve front-end behaviour, animating assets to enhance usability, or aligning visual elements with a client's existing brand identity.



**NEW BETBUILDER UI (AFTER)**



# Research Based Approach

DOT's still holding out the flyer. But now BILL's hand hovers in hesitation -

THE DOCTOR smiles, realising what she's worrying about.

THE DOCTOR  
You're not stepping on a butterfly.

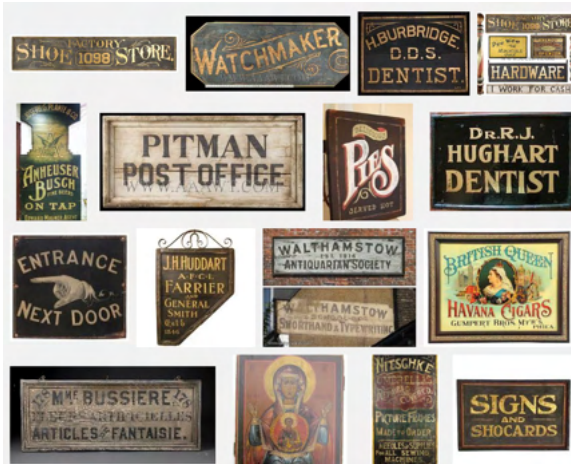
DOT's still holding out the flyer. But now BILL's hand hovers in hesitation -

THE DOCTOR smiles, realising what she's worrying about.

THE DOCTOR  
You're not stepping on a butterfly.  
You're just taking flyer.

DOT looks between them, confused. BILL takes the flyer, just a little gingerly.

## IDENTIFY



## RESEARCH



## Background

This research based approach was:

- Developed during my MA in Design at the University of Lincoln.
- Focused on applying research as the foundation of design work.
- Established a foundation for applying critical thinking and research to practical design challenges.

## How I learnt

- Conducted critical analysis of design practices across film, branding, and visual storytelling.
- Used methods such as concept exploration, visual research, and iterative prototyping.
- Final project: reimagined graphic props from film/TV to explore how design supports narrative.

## Key Takeaways

- Strong design begins with strong research.
- Research informs every stage of my process: identifying problems, shaping concepts, and ensuring outcomes are purposeful and engaging.
- I now apply this approach across all client and corporate work, from branding systems to UX/UI.

## IDEATE



## CREATE & ITERATE



# Corporate Branding

## BRAND MERGER



**INSPIRED SIGNS LICENSING  
AGREEMENT WITH THE  
NATIONAL HOCKEY LEAGUE**



**NHL**



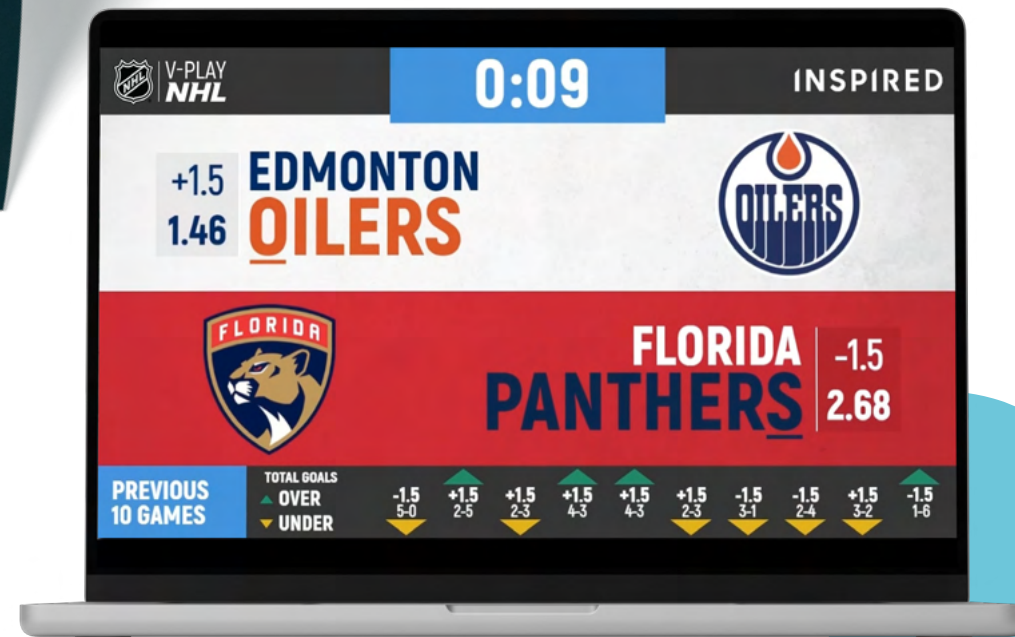
**INSPIRED**

## Working with Legacy Brands

- Experience ranging from grassroots rebrands to high-profile global projects.

## My Contribution

- Applied NHL brand guidelines to new digital interfaces.
- Balanced heritage and legacy design elements with fresh, relevant solutions.
- Delivered assets consistent with audience recognition and client expectations.





# Corporate Branding

## Results

- Learned to work within strict guidelines while maintaining creativity.
- Gained insight into how large brand systems function at scale.
- Strengthened adaptability—equally comfortable delivering structured corporate assets or leading open, exploratory rebrands.

## Lessons in Branding

- Whether for an established organisation or a new business, effective branding demands research, strategic thinking, and clarity of communication.



**BRAND GUIDELINES**



**PRINT COLLATERAL**



# Logo Design

REFLEXION

BE FIERCE

## Evolving the Craft

- Developed identities through visual research, concept sketching, and iterative refinement.
- Adapted logos for production across print, digital, and physical applications (e.g., custom doormats at Make an Entrance).

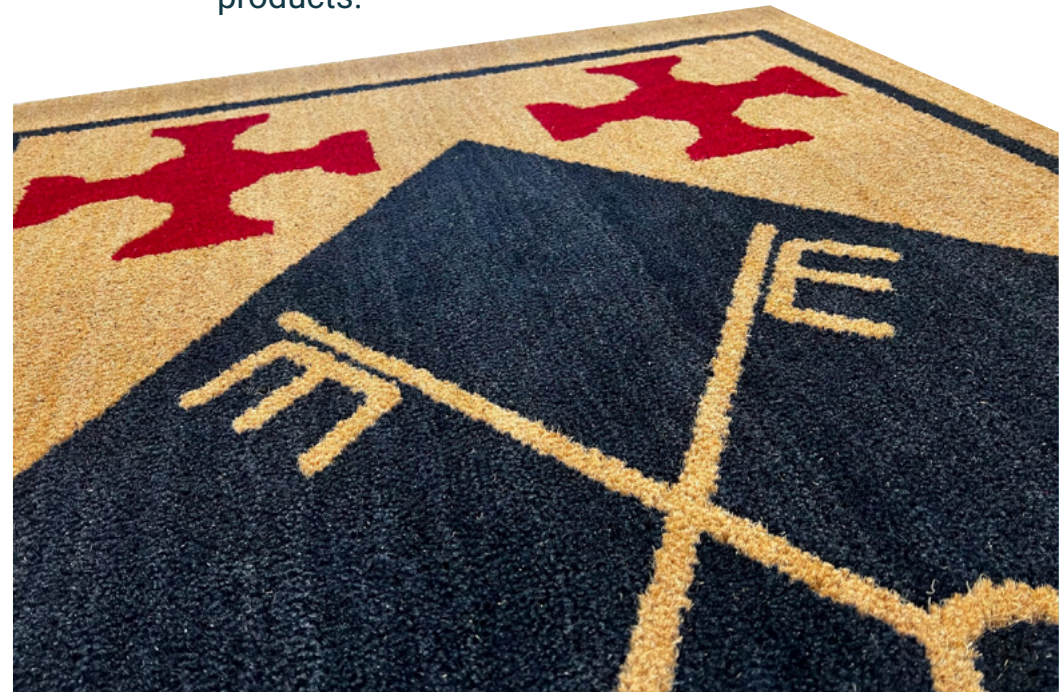
## Scaling Up

- Delivered logos praised for being strong, engaging, and aligned with client messaging.
- Built technical fluency in adapting identities across diverse formats.
- Established scalable logo systems for high-profile products.



## Early Projects

- Logo and branding projects spanning freelance clients, SMEs, and global companies.
- Early work: Reflexxion (gym apparel) — first freelance client and foundation for my process.
- Progressed from small-scale branding to designing logo systems for high-profile gaming products.



# Logo Design

## Logo Systems at Scale: Inspired Gaming

- Solely entrusted with creating a full suite of team logos for Inspired Gaming's flagship Virtual Hockey Game.
- Designed marks that felt authentic and aligned with real NHL branding — without infringing on copyright.
- Required a balance of originality, believability, and strategic design thinking at scale.
- This project remains a career highlight, showcasing my ability to deliver grounded, purposeful, and industry-ready brand systems.





# THANK YOU!

Thank you for taking the time to explore my portfolio. I hope it has given you a clear sense of my design journey, approach, and the value I can bring to your projects.

My work is driven by research, creativity, and a commitment to delivering purposeful design solutions. Whether it's UX/UI, branding, or visual identity, I approach every challenge with adaptability and focus.

If you'd like to discuss opportunities, collaborations, or just to reach out, I'd love to hear from you.

## BRANDON BARTON 2025



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