



UI DESIGN • BRAND DESIGN • LOGO DESIGN • MARKETING • FREELANCE

BRANDON BARTON

PORTFOLIO.

HELLO!

I'm Brandon James Barton

A multidisciplinary designer with experience across a range of creative industries, I focus on creating designs that connect with audiences and evoke emotions.

I create impactful designs that tell stories and convey meaningful messages. Design is more than visual aesthetics—it's a medium that transcends language, builds identities, and establishes enduring values that stand the test of time.



WHERE I'VE WORKED

2D DESIGNER - INSPIRED ENTERTAINMENT - 2022 / PRESENT

- UI Design, Graphic Design, Brand Design - Converted placeholder (Whitelabel design to clients specifications).
- Worked with legacy brands (Bet365, NHL, OPAP, Ladbrokes)
- Created custom animations and bespoke motion graphics.

MARKETING EXECUTIVE - MAKE AN ENTRANCE LTD - 2020 / 2022

- Created Bespoke Logo Designs
- Recreated Brand Assets
- Marketing; creation of social media content, press releases, in-house branding

MEDIA & COMMUNICATIONS - SOUNDLINGS - 2018 / 2019

- Created Marketing Assets - flyers, magazines, posters, brand collateral
- Created Monthly Print Publication
- Responsible for all company graphics and brand image

EDUCATION

University of Lincoln - MA Design

September 2019 - September 2020 - Graduated with a **Merit**.

University of Lincoln - Media Production

September 2014 - September 2017 - Graduated with a **2:1 BA (Hons)**.

Monks Dyke Tennyson College - A Levels

September 2011 - May 2013

Media Production - **A***

ICT - **A**

SKILLS



CONTENTS.



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UI Design.

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Branding.

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Logo Design.

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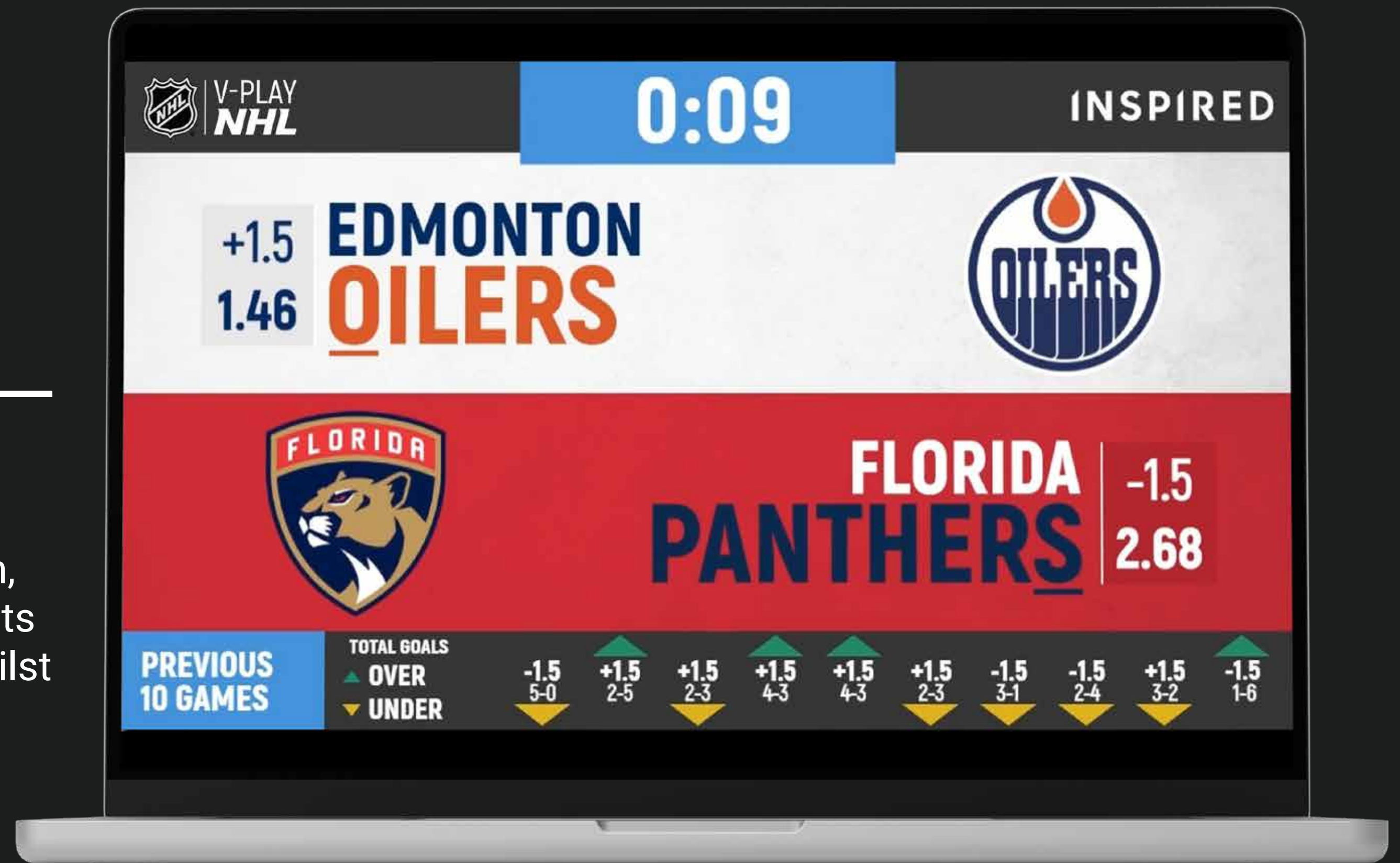
Marketing.

UI DESIGN.

INDUSTRY
TECHNOLOGY • GAMING

At Inspired Entertainment, I create fully branded, user-focused experiences starting from stock whitelabel products.

I work across a range of disciplines including UI design, animation, motion graphics and logo design—delivering virtual sports products for global brands including NHL, Bet365, Ladbrokes and OPAP whilst staying true to established brand heritage.



STOCK WHITELABEL UI (BEFORE)



CLIENT BRANDED UI (AFTER)





CURRENT WEBSITE UI (BEFORE)



NEW BETBUILDER UI (AFTER)

CURRENT WEBSITE UI (BEFORE)

The current website UI features a dark green header with the bet365 logo on the left and navigation links (Sports, Fantasy, Casino, Extra) on the right. Below the header is a secondary navigation bar with 'All Sports', 'In-Play', 'My Bets', and 'Casino'. A left sidebar contains a 'TRENDING' section with various sports categories and an 'A-Z' section. The main content area shows a 'Virtual Sports' section for 'Soccer' with a match between Netherlands and Germany at Champions Park. The match is in progress with a 0:10 timer. Below the match is a 'Fulltime Result' section showing the final score: Netherlands 5/4, Draw 9/5, and Germany 3/1. There is also a 'Goals Over/Under' section.

NEW BETBUILDER UI (AFTER)

The new website UI features a dark green header with the bet365 logo on the left and navigation links (All Sports, In-Play, Casino) on the right. A left sidebar contains a 'TRENDING' section with various sports categories and an 'A-Z' section. The main content area shows a 'Virtual Sports' section for 'Soccer' with a match between England and Italy at Trentham Stadium. The match is in progress with a 0:59 timer. Below the match is a 'BET BUILDER' section with three tabs: SUPERBET, MEGABET, and ULTRABET. The SUPERBET tab is selected, showing a bet of 9/1 for 'Over 1.5 Goals'. The MEGABET tab shows a bet of 20/1 for 'Both Teams to Score'. The ULTRABET tab shows a bet of 100/1 for 'Over 2.5 Goals'. Below the bet builder is a 'Fulltime Result' section showing the final score: England 5/4, Draw 11/5, and Italy 21/10. There is also a 'Goals Over/Under' section.

UI IN-SITU DESIGN

The desktop UI features a central glassmorphism overlay with the text: "WHAT WILL BE THE TOP 5 PICK UP TO 5 FROM 12". The background is a blurred image of lottery balls. The interface includes a logo at the top left, a navigation arrow labeled "INSPIRED", and a "RESULTS" header at the top right. A "LAST 10 RESULTS" table is on the left, and a "TOP 5 RETURNS FOR A \$1 STAKE" table is on the right. At the bottom, there are "HOT NUMBERS" and "COLD NUMBERS" sections.

12:25	1	3	6	10	11
12:22	2	4	5	6	11
12:19	4	6	7	9	12
12:16	1	3	8	9	10
12:13	4	6	9	11	12
12:25	1	3	6	10	11
12:22	2	4	5	6	11
12:19	4	6	7	9	12
12:16	1	3	8	9	10
12:13	4	6	9	11	12

PICK & MATCH 5	\$650
PICK & MATCH 4	\$80
PICK & MATCH 3	\$18
PICK & MATCH 2	\$5.5
PICK & MATCH 1	\$2

1	3	8	10	11	12
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2	4	5	6	7	9
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UI (GLASSMORPHISM) DESIGN

The tablet version of the UI is a scaled-down version of the desktop version, maintaining the same layout and content. The central glassmorphism overlay is prominent, and the background image of lottery balls is visible. The "LAST 10 RESULTS" table, "TOP 5 RETURNS" table, and "HOT/COLD NUMBERS" sections are all present and adapted for the tablet screen size.

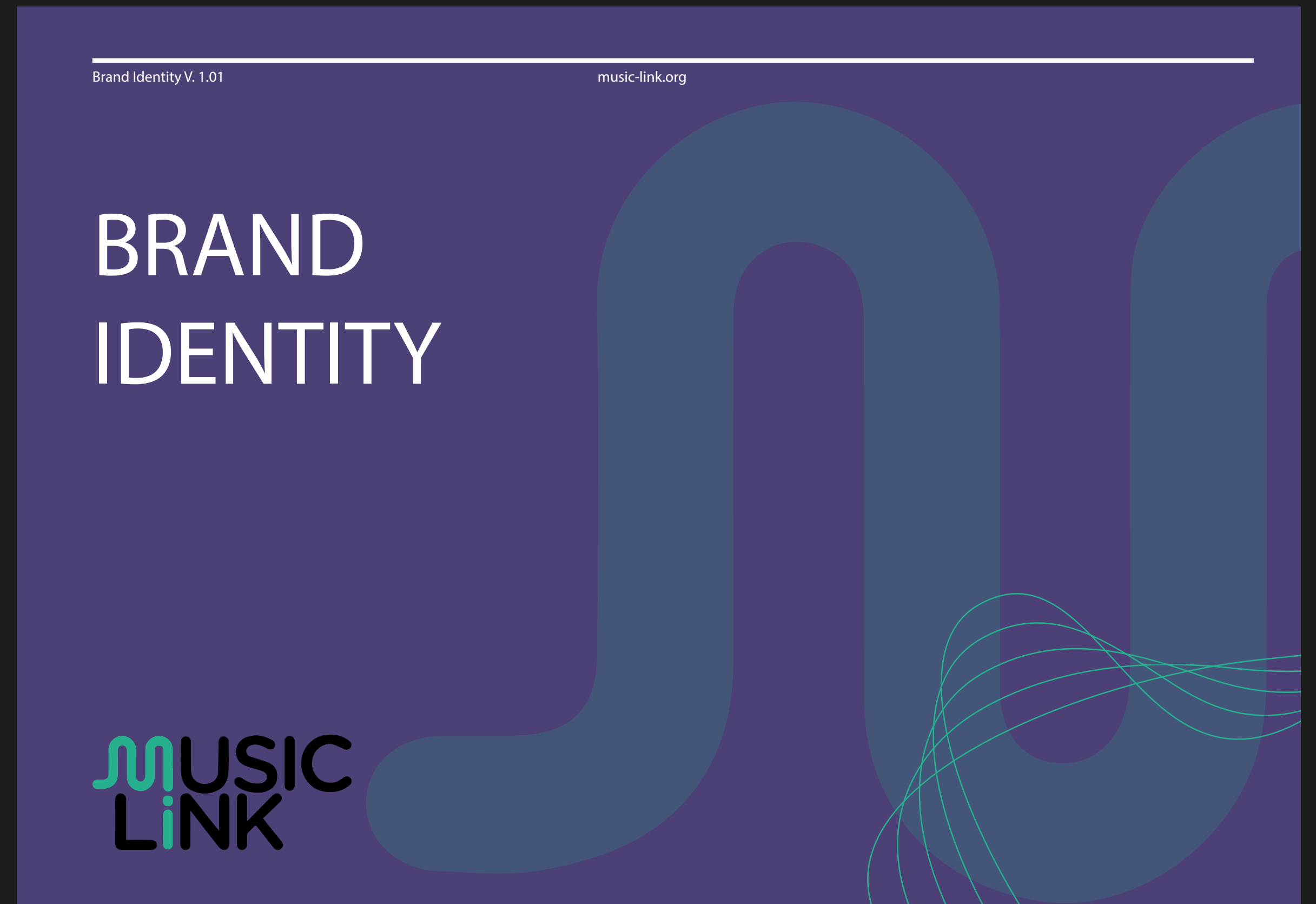
BRANDING.

INDUSTRY

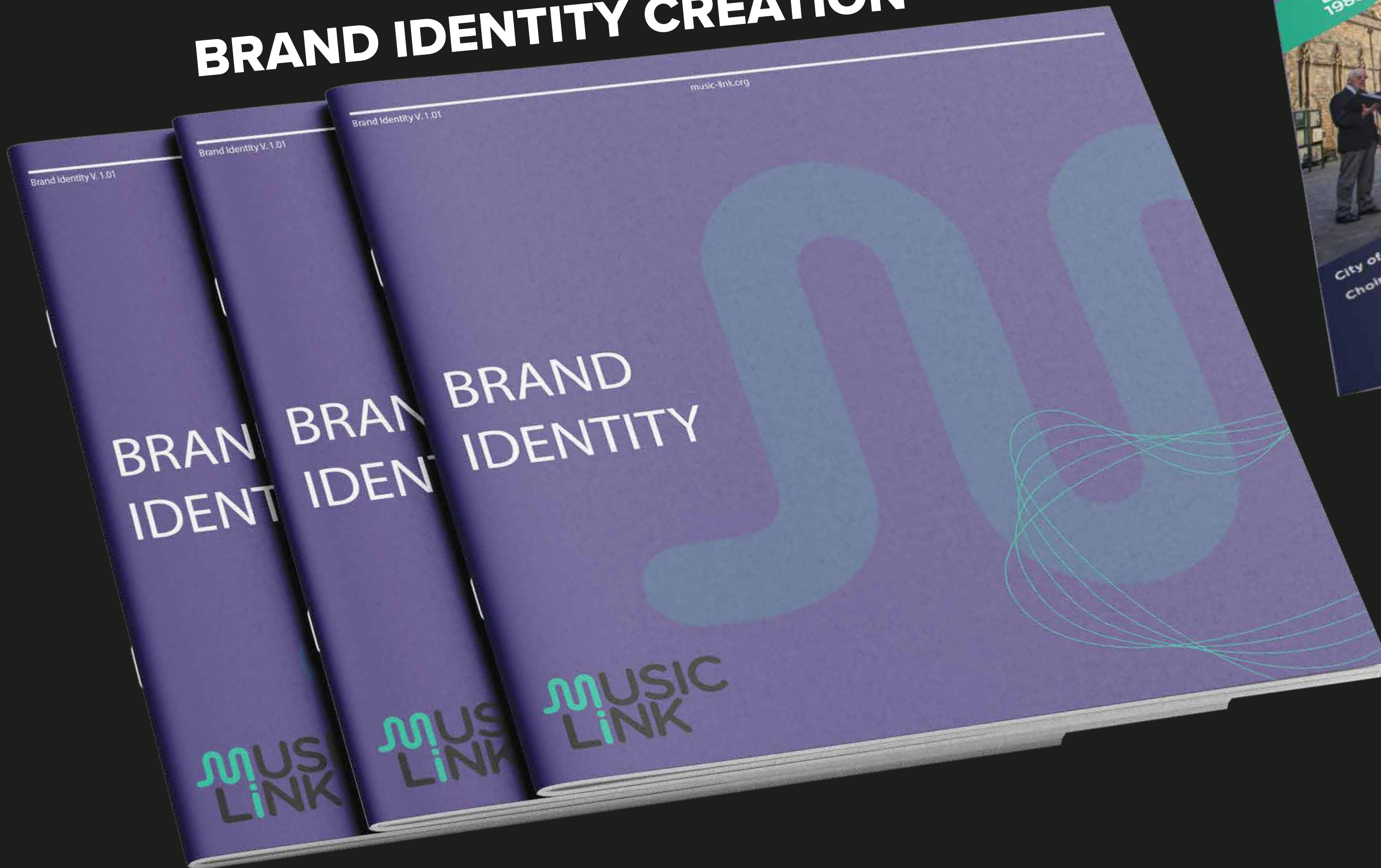
MUSIC • SPORTS • GAMING

My branding experience began at soundLINCS, where I developed full brand guidelines and a monthly print publication, and continued at Make an Entrance, where I created a range of marketing and branded assets. Most recently this has developed further to leading large-scale projects such as a brand merger between Inspired and the NHL.

From grassroots work with a Lincoln-based charity to collaborating with a global organisation, I've learned how to build identities from the ground up while also evolving established brands.



BRAND IDENTITY CREATION



PRINT PUBLICATION

A5 BRANDED PRODUCT CARE GUIDE




Care & Fitting Guide



THANK YOU

Thank you for supporting us. Shopping with The Business Mat People, you are helping to support a UK Manufacturer and a family run business.

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How to Clean Your ProBrand2 & ProBrandPlus Logo Mat

- Vacuum these mats as and when needed.
- Mats with or without borders are fully machine washable at 40°C.
- Launder the mat on its own using the shortest 40°C washing machine cycle possible.
- We recommend that you use non-bio detergents that do not contain Optical Brightening Agents (OBAs), which can mask the true shades of colours.
- Tumble dry at a maximum of 80°C for no longer than 10 minutes. Do not over dry, this will damage the mat.
- Remove the mat immediately from the dryer and lay flat.
- Allow the mat to cool before rolling.
- Store rolled. Do not fold the mat, as this can cause the backing to crease and crack. Instead roll the mat into a cylinder shape.
- Note: This information relates to our ProBrand2 and ProBrandPlus mats only.



NHL / INSPIRED BRAND MERGER

NHL / INSPIRED MARKETING COLLATERAL



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

 **NHL**  **INSPIRED**



LOGO DESIGN.

INDUSTRY

SPORTS • GAMING • TECHNOLOGY

My active years as a designer have been shaped by a range of branding and logo projects, my earliest freelance work for Reflexion all the way to large-scale brand mergers and brand new product ideation with TOP5.

Working with a start-up like Reflexion taught me how to translate abstract ideas into a clean visual identity, and work directly with clients. Most recently, my role at Inspired has allowed me to apply these skills at a much larger scale, working with big brands and creating a full suite of cohesive designs and visual identities.



REFLEXION







MARKETING.

INDUSTRY

SPORTS • GAMING • MANUFACTURING

My time throughout employment has given me a strong foundation in creating marketing assets and brand deployment across numerous channels. At Inspired I was responsible for creating a variety of social media posts for LinkedIn, Facebook and Instagram. During my employment with Make an Entrance I was responsible for producing a range of assets, from social media content and print materials to in-house branding and publications.

My journey began at soundLincs and has continued to grow and develop with each new role.

BETTING MADE BETTER

SUPER WINNER

- Over 1.5 Goals
- Over 3 Shots on target
- Over 1 Corner

MEGA 20/1

- Over 1 Headed Goal
- Over 2 Corners
- Both Teams to Score

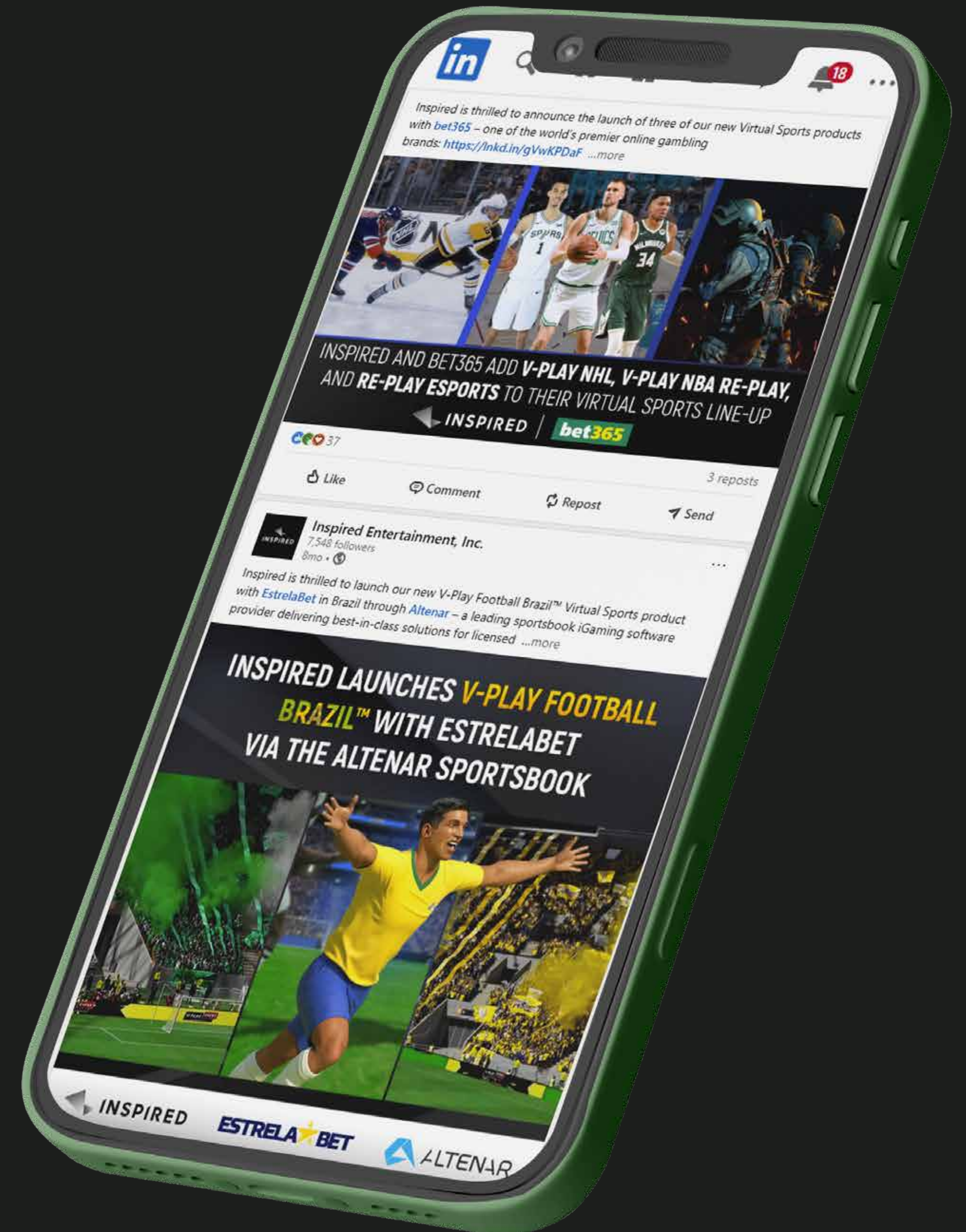
ULTRA 100/1

- Over 2 Woodworks Hit
- Over 2 Corners
- Over 4 Shots on Target

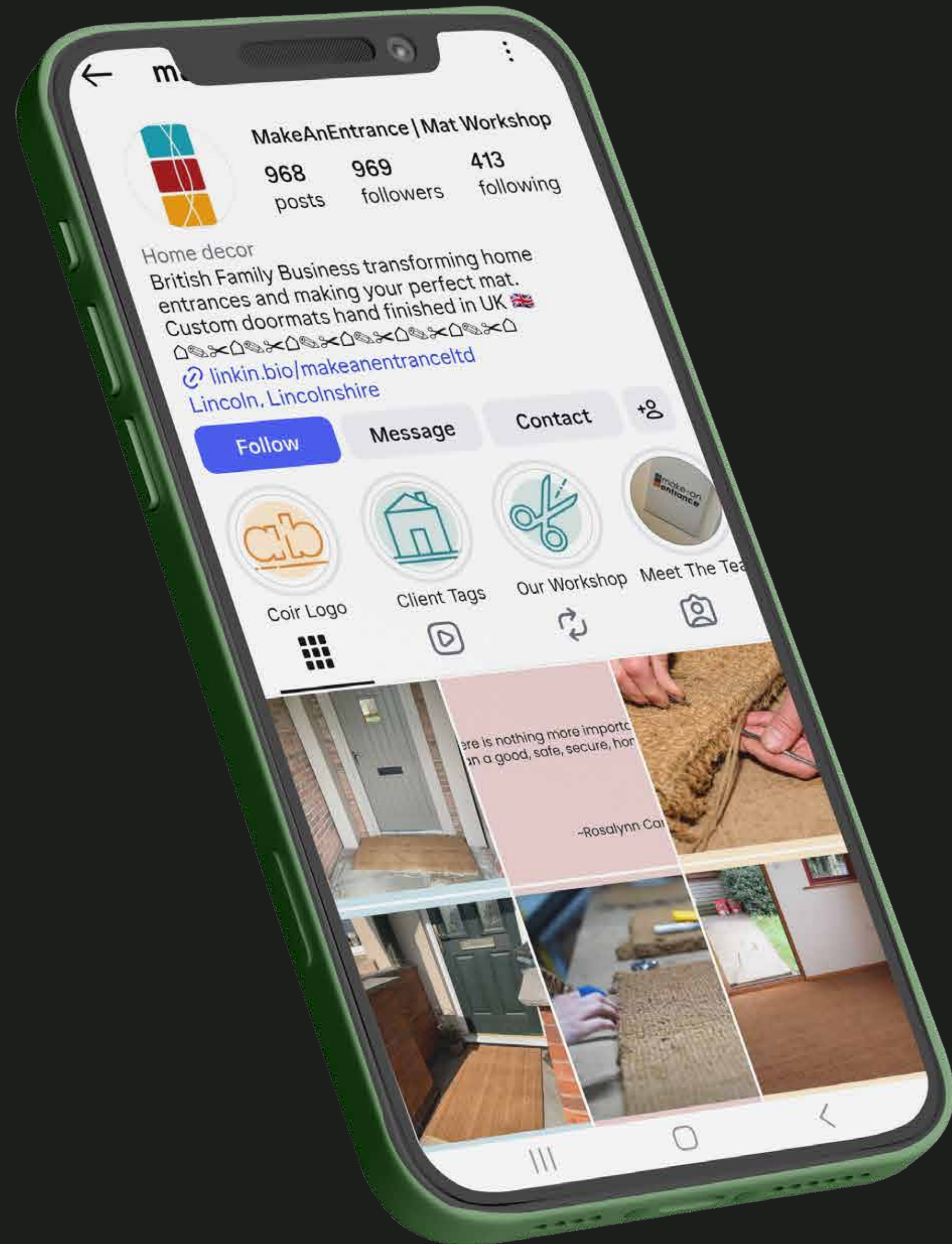
INSPIRED | bet365

LINKEDIN POSTS (MARKETING GRAPHICS)

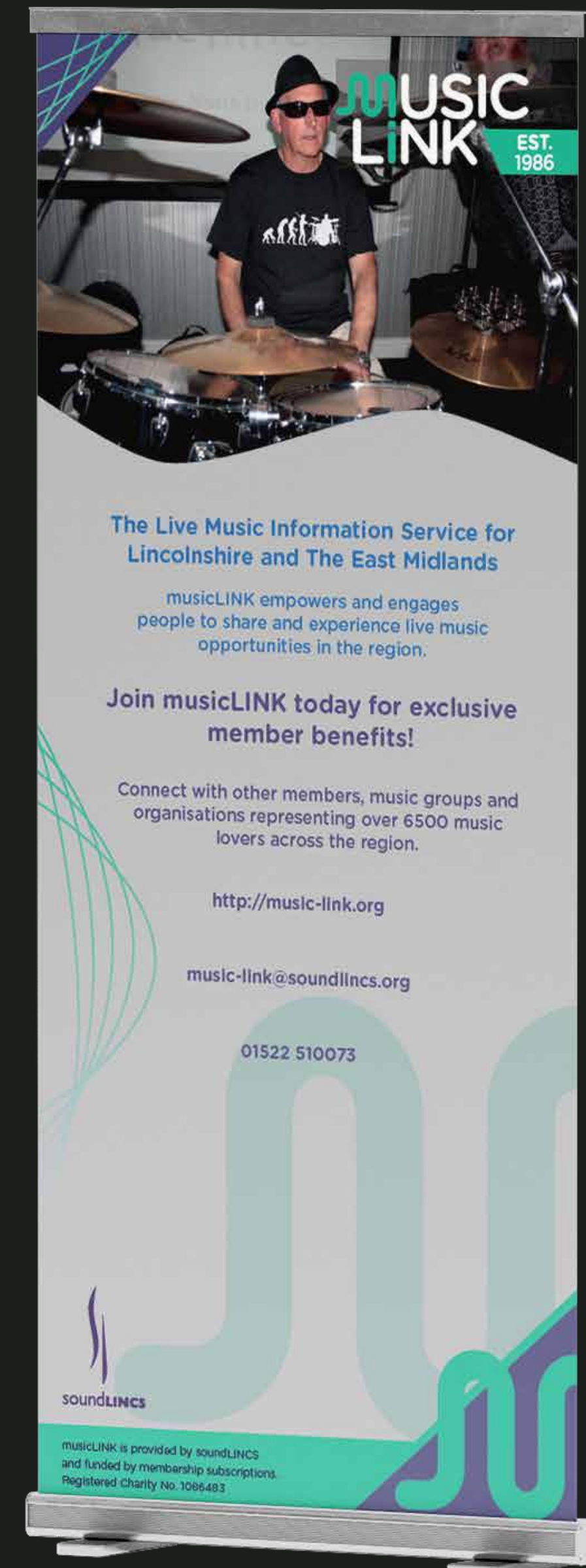
**INSPIRED LAUNCHES V-PLAY FOOTBALL
BRAZIL™ WITH ESTRELABET
VIA THE ALTENAR SPORTSBOOK**



INSTAGRAM GRID LAYOUT & ICONOGRAPHY



ROLLER BANNER DESIGN



OPEN FOR FREELANCE

BRANDONBARTON.1995@GMAIL.COM

PORTFOLIO 2026

• BRANDON BARTON •

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THANK YOU.