

# ANDREAS HORTON

Multi-disciplinary Designer | Video Editor | Content Creator

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## Profile

Creative and motivated graphic designer with experience in branding, digital content, and visual storytelling. Skilled in producing engaging design assets across social media, print, and video, with a strong interest in user experience and digital product design. Experienced working with clients, collaborating in design teams, and delivering creative solutions in fast-paced environments.

## Education

- **University of Salford**, Manchester - Graphic Design (Bachelor of Arts 2:1) Graduated 2025
- Scarsdale High School, New York, USA - High School Diploma, GPA of 3.2
- Jumeirah College, Dubai, UAE

## Skills

Branding, Layout and Typography, Digital Product Design, UI Design Web & Mobile, UX Design & Wireframing, UX Research & User Testing Retail Digital Banking, Benchmarking & User Research, Video Production, Short-form Video Production, Design Thinking, Social Media Content Production, Illustrations, Design Systems, Content Creation

## Tools

- **Design:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After effects, Adobe XD, Fresco, Firefly, Figma, Sketch, Canva, Zeplin, Maze,
- **Collaboration:** MS Office 365, Teams, Slack, Asana, ChatGPT, GenAI - SORA, Veo v3

## Employment History

### **Andreas Art & Design**, Freelance Multidisciplinary Designer (10 months - July 2025 – Present)

- Produced a wide range of digital and print design assets for clients, including social media advertisement reels, menus, posters, brand assets, and promotional graphics.
- Filmed and edited short-form video content such as music videos, vlogs, and promotional reels optimized for social media platforms.
- Collaborated directly with clients to understand project goals, develop creative concepts, and deliver tailored visual solutions.
- Managed multiple freelance projects simultaneously, handling concept development, production, editing, and final delivery.
- Utilized tools such as Adobe Creative Suite and video editing software to create high-quality visual content across digital and print formats.

### **Berkeley Scott**, Manchester: Hospitality and Catering (10 months - July 2025 – Present)

- Delivered high-quality customer service in fast-paced hospitality environments, including events, restaurants, and corporate functions.
- Supported kitchen and front-of-house teams with food preparation, table service, and event setup to ensure smooth service delivery.
- Maintained hygiene and safety standards in line with industry regulations while adapting quickly to different venues and client expectations.

### **Teaching Personnel**, Manchester: Teaching Assistant (8 months - September 2025 – Present)

- Supported classroom teachers across multiple subjects by assisting with lesson delivery, small-group work, and one-to-one pupil support.
- Adapted learning materials and activities to meet diverse student needs, including those with SEN and EAL requirements.
- Helped maintain an engaging, well-organized classroom environment and provided behavioural and pastoral support to promote positive learning outcomes.
- Mentored at a PRU to help support children with challenging behavioral needs

### **The Liquor Store**, Manchester: Freelance Graphic Design and Bar-back (3 months - June 2024 – August 2024)

- Worked as a bar-back during the summer, supporting bartenders and maintaining efficient service during peak hours.
- Created a range of freelance design and media content for the bar, including posters, social media posts, video reels, photography, and product design.
- Operated professional video equipment on-site to capture high-quality promotional footage for Instagram and the website.
- Designed vibrant, illustrative posters to enhance the bar's interior aesthetic and brand identity.

**THYNK DIGITAL**, New York / UK : UI/UX Designer (2 years - May 2020 - May 2022)

- Conducted benchmarking, user research, focus groups, and usability testing to inform design decisions and improve user satisfaction.
- Led multiple design sprints to streamline process journeys within mobile and internet banking platforms for top-tier financial clients.
- Contributed to the design and development of ecommerce apps, design systems, and comprehensive brand guidelines for emerging startups.
- Delivered design thinking workshops and collaborated directly with clients to translate business goals into engaging, user-centred visual experiences.

**Freelance / Entrepreneurial Design Projects**

**Andreas TV**, YouTube Channel (2026 - Present)

- Using my own equipment I filmed, edited, incorporated sound design and designed thumbnails for my own YouTube videos.
- Created a stylistic vlog that incorporates modern YouTube and Game trends to improve viewer engagement.
- Utilised Google ads to increase viewer engagement and subscribers. Managed to gain a total of 107 subscribers and 407 views off my first YouTube video within 5 days of upload.
- Used various social media platforms to drive user engagement by incorporating fast-paced cinematic trailers in the form of reels. This helped garner more engagement and support on both YouTube and Instagram.

**Libertalia**, Vintage Clothing Brand (2025 - Present)

- I began working on my self-start up clothing brand named Libertalia which features a range of unique T-shirt designs, all custom made. Many designs were either hand drawn with fabric markers or screen printed.
- Worked with a range of individual clients and friends both in person as well as online to establish a unique style of their choosing.

- Collaborated with Individual screen-printing businesses as well as fully utilising my university's resources to efficiently produce high quality clothing designs while on a tight budget. Managed shipping services as well as packaging.
- Created showreels of various clothing collections to display on my instagram.
- Managed to sell a total of 5 T-shirts within a week which earned me over £200.

**VAULTED**, Digital Banking App (2025)

- Designed a gamified digital banking app interface, blending financial tools with game mechanics such as ranking systems, tech trees, and adaptive visual metaphors to enhance user engagement.
- Created dynamic UI components and illustrations, including customizable vault environments, interactive currency animations, and a progression-based reward system.
- Developed a cohesive design system and brand identity for the app, incorporating user-centred design principles and visual storytelling to support financial education through.