

Laura Burton

DIGITAL DESIGNER · GLASGOW, SCOTLAND

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PROFILE

Digital designer with over eight years creating websites, digital experiences and brand identities across a wide range of industries.

Currently Web Designer at Scotsman Hospitality, designing and developing websites for more than 60 hotels, bars, restaurants and venues across Scotland. My work combines strong visual design with a practical understanding of how digital experiences behave – solving usability challenges, improving user journeys and balancing creativity with accessibility and commercial goals.

Alongside design, I have hands-on experience with WordPress, ACF, HTML, CSS and JavaScript, giving me a clear understanding of how designs translate into working products.

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CAPABILITIES

DESIGN & UX

UI & UX design · Responsive web design · User journeys & flows · Information architecture · Wireframing · Prototyping · Interaction design · Accessibility & inclusive design · Performance & usability · Branding & visual identity · Print & editorial design

DEVELOPMENT & DIGITAL

WordPress · Advanced Custom Fields · Elementor & Divi · HTML · CSS · JavaScript · Responsive development · CMS structure & content management · Custom website functionality · Interactive features

SOFTWARE

Figma · Adobe Illustrator · Photoshop · InDesign · After Effects · Premiere Pro · WordPress

PROFESSIONAL

End-to-end project delivery · Client communication · Stakeholder collaboration · Presenting ideas & concepts · Problem solving · Creative thinking · Attention to detail · Quality assurance · Managing multiple projects · Working to tight deadlines

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EXPERIENCE

Web Designer, *Scotsman Hospitality*

NOV 2023 – PRESENT

Design and develop websites and digital experiences across a portfolio of more than 60 hospitality brands, including Scotsman Collection, Scotsman Events and Cabaret Voltaire.

- Lead design and development for a wide range of hospitality brands, balancing individual identities with clear, intuitive user experiences.
- Improve existing sites by simplifying navigation and content discovery across desktop and mobile.
- Design and build responsive websites in WordPress, Elementor and ACF, with custom HTML, CSS and JavaScript where required.
- Create custom functionality including dynamic filtering, interactive booking journeys and multi-step mobile navigation.
- Consider accessibility, performance and responsive behaviour throughout design and build.
- Manage projects across multiple stakeholders and brands, from initial concept through launch and ongoing improvement.

Brand & Web Designer, *Nettl*

AUG 2019 – NOV 2023

Worked across web design, branding, print design and digital marketing, delivering projects for clients across a range of industries.

- Designed and developed responsive websites with a focus on usability, accessibility and performance.
- Worked directly with clients to understand their business, goals and requirements, translating these into practical and visually engaging digital solutions.
- Managed website projects from initial concepts and design through to development, testing and launch.
- Created user-focused page structures and responsive layouts designed to work effectively across different devices.
- Delivered complete brand identity projects, including logos, visual identity systems and supporting digital and print materials.
- Worked across e-commerce, finance, hospitality and local business sectors, adapting design approaches to suit different audiences and objectives.
- Presented concepts and ideas directly to clients and worked closely with them throughout the design process

Graphic Designer, *Orbit Communications*

APR – AUG 2019

Worked across branding, print and digital design as part of a creative team.

- Co-led the company's rebrand alongside the Creative Director, contributing from initial concept through to the final visual identity.
- Designed branding, marketing materials and digital assets for a range of clients.
- Contributed to website and digital design projects, ensuring brand identities were applied consistently across platforms.
- Worked collaboratively with colleagues and clients to develop solutions that met both visual and commercial requirements.

Graphic Designer, *Soapbox*

NOV 2017 – APR 2019

Worked on a broad range of branding, print and digital projects for businesses across different sectors.

- Designed logos and visual identities for new and existing businesses.
- Created digital marketing assets, exhibition materials and print campaigns.
- Contributed to WordPress and CMS-based website projects, supporting both design and implementation of digital content.
- Worked across multiple projects simultaneously while meeting client requirements and tight deadlines.

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EXPERIENCE

BDes Graphic Design

UNIVERSITY OF DUNDEE · 2014 – 2017

UX & UI Design

CODECADEMY · 2025

Digital Marketing

MODERN APPRENTICESHIP · 2018

HND Visual Communication

CARDONALD COLLEGE · 2012 – 2014

JavaScript

CODECADEMY · 2025

Empathic Redesign

NINEWELLS HOSPITAL · 2016