



Katie King-Calton

Digital Designer

Key Skills

Contact me

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Portfolio

<https://katiekingcalton.co.uk/>

Experience

Digital Designer - BBC Studios

August 2025 - Present

- Lead end-to-end digital campaigns from concept, ideation, and design through to final execution
- Develop original creative ideas aligned with brand and commercial objectives
- Design websites and digital experiences using Figma and the Adobe Creative Suite
- Create pitch decks and style guides for clients
- Produce traffic drivers, including billboards, HPUs etc
- Design and own social campaign content using Figma Buzz and training teams
- Edit video content in Premiere Pro, occasionally animation in After Effects
- Collaborate with various teams such as Sales, Marketing, and Commercial across the world
- Work quickly and effectively to meet the evolving needs of the business.

Senior Digital Designer - Bauer Media

March 2018 - August 2025

- Lead end-to-end digital and print campaigns from concept to delivery
- Design original creative and maintain good working relationships with multiple teams
- Create and maintain brand guidelines and style guides across all channels, as well as pitch decks
- Produce high-impact assets for digital, social, and in house campaigns
- Manage and mentor junior designers
- Working across multiple, well known brands
- Content Creator apprenticeship - Distinction
- Work to extremely tight deadlines as well as multiple campaigns at a time

Adobe Suite: Dreamweaver, Illustrator, Photoshop, InDesign, XD, Premiere Pro and Animate

Figma and Figma Buzz

UX Design

Video editing and audio editing

Generate original ideas and new ideas for campaigns

Social media design

Digital and print design

Pitch deck and style guide design

Comfortable presenting

Content Creation

Troubleshooting

Knowledge of Media and publishing

Knowledge of Google Analytics

HTML email design

HTML5 ads

Managing deadlines

Team player as well as working on my own initiative

Comfortable using CMS sites

Working with multiple teams across countries

Experience

Campaign Implementation Executive - Bauer Media June 2016 - March 2018

- Ad trafficking in DFP and Ad Tech on Radio sites
- Trafficking PMPs and programmatic guaranteed
- Mobile apps ads - banners and interstitials
- Optimising ads to make sure they hit targeted impressions
- Instream trafficking
- Delivery reports
- Training in Google Analytics
- Liaise with sales regarding optimising options and trafficking issues

Digital Coordinator - Bauer Media Feb 2016 - June 2016

- Help the digital team
- Run and populate daily and monthly reports on Google Analytics
- Look after Facebook account such as comment alerts and posting adverts
- Helping with competition entries
- Using responsys for email marketing
- Transferring web content to Squarespace

Delivery Executive - Johnston Press August 2014 - Feb 2016

- Traffic adverts for Scotland, North Midlands and South Yorkshire
- Approve advert artwork and Click Through URL before setting live
- Trained on Native adverts in Media Voice
- DFP trained (DoubleClick for Publishers)
- Advertorial Training in Ponoploy
- Helping hand for sales reps - file size, pixel size, flash version etc

Design Assistant - NM Print & Communication January 2012 – May 2014

- Graphic Design – Print Design
- Running content managed sites – updated them, designing them etc
- Admin – filing, setting up prices in excel etc
- Customer Service – answering the phone for queries, meeting with clients to discuss design and web ideas, giving customers advice on design, web, branding etc
- Promoting the company – sending out marketing emails

Qualifications

Apprenticeship - 2023/24

NVQ Diploma in Content Creator - Distinction

Apprenticeship - 2012/13

NVQ Diploma in Digital Artwork Level 3

NVQ Diploma in Digital Pre Press for Print Level 3

Technical Certificate in Understanding the

Print Working Environment Level 3

AS/ A levels - Stamford College

A level - Sociology- B

AS level - English Literature- C

AS level - Art- D

AS level - Photography- D+

AS level - General Studies- D

AS level - Graphics- D+

GCSE - St John Fisher

English Literature- A

Religious Education- A

History- B

English Language- B

Art- B

Math- C

Volunteering

Vivacity - Peterborough Heritage

Front of house for museum, flag fen and longthorpe tower

- Customer service
- Till work for the gift shop
- Help with cleaning
- Bookings over the phone
- Answering emails

Age UK - Telephone Friend

- Speaking to vulnerable elderly people on the phone
- Weekly phone calls
- Battling loneliness