

# Alex Charlton-Roberts

## Graphic Designer

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See my full portfolio: [www.alexcr.co.uk](http://www.alexcr.co.uk)

### Personal Profile

Versatile, strategic, and detail-driven designer with 10+ years experience spanning publishing, events and E-commerce. Work includes branding high-profile industry awards to highly viewed digital assets. A proactive team member with lateral thinking and creative results.

### Work Experience

#### March 2020 / Present – Professional Beauty Group – Print and Digital Designer

*Achievements:*

- Devising branding for several high profile B2B awards and exhibitions
- Main motion designer for Giphys, with some gaining 4 million+ views
- Working with L'oreal on 'Hair the love' campaign video
- Collaborating with brands including Dermalogica, Skin Rocks, Caudalie and Treatwell on bespoke advertorials/front covers for magazines
- PowerPoint Sales presentations for brands such as Wella and L'Oreal

*Responsibilities for this role included:*

- Design for Professional Beauty, Hairdressers Journal, PBHJ Ireland, Aesthetic Medicine and Modern Barber
- Generating monthly editorial layouts for Professional Beauty magazine. Previously designing Aesthetic Medicine magazine for 1 year
- Producing assets for nationwide trade exhibitions such as exhibition maps and exhibition stand artwork
- Designing artwork for prestigious awards ceremonies, such as tickets, table plans, media walls, programmes, certificates and finalist videos
- Marketing collateral to support campaigns for events such as banners, social media, Giphys, direct mailers, brochures and house adverts
- Developing new branding ideas for events/awards

#### May 2016 / March 2020 – Wowcher LivingSocial – Head of Design

*Achievements:*

- Implementing new design for Wowcher Metro adverts - running a successful full page campaign over 8 issues
- Overseeing design for the Wowcher outdoor advertising campaign in Manchester, Birmingham and on the London Underground Network
- Creating a new B2B newsletter with Mailchimp
- Client presentations for Protein World and Merlin Entertainment
- Increasing consistency through new design guidelines and templates
- Increasing staff retention by creating a senior role and variety in tasks
- Headed up a market research group event. This included organising invitation design, hospitality organisation and running the design session

*Responsibilities for this role included:*

- Design for Sales, Social Media, Marketing, CRM and Product team
- 6 reports (5 designers + 1 videographer) - doing reviews and PDRs
- Organising delegation of work, rotas and processing holidays/sickness
- Holding weekly team meetings and monthly design reviews
- Recruiting, training and developing all team members
- Overseeing product images and meeting Google Shopping guidelines
- Researching tutorials and training other teams in basic Photoshop
- Liaising with and managing supplier accounts for stock photography
- Design for Executive Team and Human Resources when required
- Photographing experiences such as The Waldorf and Royal Horseguards Hotel

#### May 2014 / May 2016 – Wowcher – Design Executive

- Creating promotional imagery of consumer products through photoshoots and retouching photos; then uploading onto the Wowcher CMS
- Cross platform design for emails, website design and social media
- Designing press advertisements (including Metro and Daily Mail)

#### April 2013 / April 2014 – Global International Marketing Online – Graphic Designer

Creating digital artwork and animated banners. The role required me to create graphics for up to ten different languages, in a very fast paced environment

#### February 2013 / April 2013 – Oh Baby London – Junior Graphic Designer

Designing tech pack layouts, packaging design, greeting card design and website design for an independent baby clothes retailer

#### January 2012 / October 2012 – Jérrard Wayne – Junior Graphic Designer / Graphic Design Intern

Designing branding, internal communication layouts, brochures, GIFs and social media design at a multimedia agency

#### January 2011 / October 2011 – Design internships

Short term internships at Herd Comms, Park Plaza Hotel, Luva Huva and Argus Media. Creating design for online brochures, event collateral, look books, clothing labels and marketing packs

### Skills

*Software:* InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom and Figma

*Creative Skills:* Digital and Print Design, Layouts, Motion graphics, Infographics, Branding, Social Media and Photography

### Education and Training

#### BA(Hons) Graphic Design – 2.1

University of Portsmouth – 2008 – 2011

#### BTEC Foundation Studies in Art and Design

Reigate School of Art, & Design – 2007 – 2008

#### A levels: Graphics, Psychology and ICT

Wallington High School for Girls – 2005 – 2007

#### 12 GCSEs A–B including Graphics, Art, Maths and English)

Nonsuch High School for Girls – 2000 – 2005

#### Management Training

360 Training – 2017

#### HTML & CSS Intermediate

Sutton College of Learning for Adults – 2012