



## Alex Charlton-Roberts Graphic Designer

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### Personal Profile

I am a Graphic Designer based in Greater London with seven years experience within the Design and E-commerce fields. This includes roles at Wowcher LivingSocial as Head of Design and Design Executive. Preceding this roles included Global International Marketing Online, Oh Baby London and Jérrard Wayne. I also obtained a wide variety of experience through a range of placements. My main focus is on digital design, but I also enjoy designing for print when I get the chance.

Attention to detail and problem solving are paramount to my work. I work proactively in a team, whilst using initiative and lateral thinking in independent projects.

### Work Experience

**May 2016 / Present – Wowcher LivingSocial – Head of Design**  
Responsibilities for this role include:

- Producing design for Sales, Social Media, Marketing, CRM and Product teams at a high standard. As well as ad-hoc design for Executive Team and Human Resources
- Regulation of all product images on site, ensuring they are of high quality design and boost product sales. Photographing experiences such as The Waldorf and Royal Horseguards Hotel, to strengthen deal imagery
- Guaranteeing that all deal imagery on site follows Google Shopping guidelines by putting in place standardised procedures
- Managing five direct reports, including recruiting, training and developing all team members. Delivering probation reviews, PDRs and weekly catchups to ensure team performance is of an excellent standard. Overhauled team development plans by organising and researching design tutorials. Cultivated team communication ethos by holding weekly team meetings and monthly design reviews
- Coordinating training programme for Copy and Marketplace teams on basic Photoshop skills
- Liaising with and overseeing supplier accounts for stock photography, reducing the fee by 10%
- Organising delegation of work, to ensure a streamlined process. Arranging rotas and processing holidays/sickness

Key Achievements:

- Implementing and coordinating 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
- Transformed previously non-existent Brand Guidelines and House Design Guidelines, increasing consistency for all design output
- Devised a Senior Designer role in the team and increased staff retention by 200% by giving team members more varied tasks
- Headed up a market research group event. Events included organising invitation design, hospitality organisation and running the design session on the night
- Generated a development plan for team members to follow in order for them to have the right skills to progress in the team

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

This role involved devising promotional imagery in a variety of formats across the Wowcher brand including daily emails, website design and a wide variety of marketing materials. I designed press advertisements which were publicised in the Daily Mail and Metro on a regular basis. This role also included photographing products and experiences to enhance deal imagery.

**Oct 2011 / Present – Freelance Graphic Design**

In parallel to full time roles, I have created a range of design including branding, web design, business cards and fliers

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

Creating website imagery, newsletters and blog posts. Delivering each creative in ten languages, with consistent design. One of my designs was turned into bus advertising on London bus network

**Feb 2013 / April 2013 – Oh Baby London – Junior Designer**

Created greeting cards for an independent baby clothes retailer. Implemented packaging range for two products, with scope to roll out to other products. Completed tech pack design for AW13 collection. Ensured designs scaled up for each garment size.

**Jan 2012 / Oct 2012 – Jérrard Wayne – Junior Graphic Designer / Graphic Design Intern**

Generated all in-house documentation and updated when necessary. Delivered logo ideas to assist the Head Designer Designing brochures, GIFs and social media design

**Sep 2011 / Oct 2011 – Herd Comms – Graphic Design Intern**

Design for an online brochure and web page for a digital comms agency to help boost new business for the company

**Aug 2011 / Sep 2011 – Park Plaza Hotel – Graphic Design Intern**

Designing digital promotional material for events at the hotel bar

**Jul 2011 / Aug 2011 – Luva Huva – Graphic Design Intern**

Standardising design for an ethical lingerie company, including design for look books, web design, swing tags

**Jan 2011 / Feb 2011 – Argus Media – Graphic Design Intern**

Designing Marketing packs for an energy trade marketing company

### Skills and Capabilities

**Software:** Adobe suite including Photoshop, Illustrator, InDesign, After Effects, Premiere Pro and Lightroom

**Design Skills:** Digital Design, Layouts, Infographics, Social Media, Photography and Branding

### Education and Training

**2017** 360 Training  
Management Training

**2012** Sutton College of Learning for Adults  
HTML & CSS Intermediate

**2008 – 2011** University of Portsmouth  
BA(Hons) Graphic Design – 2.1

**2007 – 2008** Reigate School of Art, & Design  
BTEC Foundation Studies in Art and Design

**2005 – 2007** Wallington High School for Girls  
A levels: Graphics, Psychology and ICT

**2000 – 2005** Nonsuch High School for Girls  
12 GCSEs grade A–B, (Including Graphics, Art, Maths and English)