

Alex Charlton-Roberts

Graphic Designer

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See my full portfolio: 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 awards and exhibitions
- Main designer for Giphys, some of which have had 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
- 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

I worked for Wowcher creating promotional imagery across the Wowcher brand. This included design for daily emails, website design, press advertisements (including Metro and Daily Mail) and a wide variety of marketing materials

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