



Alex Edwards
Design & Art Direction

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Background

Award-winning designer and art director with over 12 years professional working experience at established companies in the UK and US, specialising in branding, digital, TV and print design.

Experience

Senior Designer - Conran Design Group, London (Hybrid), UK (Sept 2022 - Sept 2024)

- Lead creative across pitches and live projects in both consumer and healthcare
- Managing multiple projects at once, delegating and collaborating with a team of designers
- Main client focuses were working across Coca-Cola, JLL and AstraZeneca

Lead Creative - Studio North, Manchester (Hybrid), UK (Mar 2022 - Sept 2022)

- Lead creative across all clients and design disciplines, having final work sign off
- Directly manage and mentor junior designers, developing young talent
- Acting Creative Director twice a week due to the CD on a 3-day week contract

Senior Creative - THG Studios, Manchester (Hybrid), UK (Sept 2020 - Mar 2022)

- Creative lead on Q1, the biggest campaign of the year for MyProtein
- Design and art direction of global TV and social campaigns
- Managing & mentoring junior creatives in the nutrition division

Senior Creative - Dinosaur, Manchester, UK (Feb 2020 - Aug 2020)

- Managing and executing creative projects across the full client list
- Creative lead on the rebranding of Silentnight
- Art directing and designing from inception to production

Creative - Havas Lynx, Manchester, UK (Jan 2017 - Feb 2020)

- Won multiple awards in different design & art direction categories
- Managing a team of junior creatives, overseeing different briefs
- Substantial experience of leading projects in art direction & concept design

Designer - The&Partnership, London, UK (Jul 2014 - Dec 2016)

- Design lead on both major print and digital projects for multiple clients
- Creation and development of brand guidelines
- Art direction and management on projects for TalkTalk, NatWest and RBS

Designer - QNY Creative, Manhattan, USA (Oct 2011 - Jan 2013)

- Lead creative on all projects, liaising with clients directly
- Substantial creative experience for a variety of print, packaging and web campaigns

Educational Background

University of Salford (2008 - 2011)

Bachelor of Arts (B.A. Hons) Degree: Graphic Design

Applications

(Strongest - weakest)

Photoshop, Illustrator, InDesign, Sketch, XD, After Effects, Figma, Microsoft Office

Design Proficiency

Strong points:

Conceptual / art direction, craft, branding, illustration, managing, digital

Output examples:

Brand creation & guidelines, brand repositioning, brochures & direct mail, packaging & labels, experiential, out of home, website & app design, social campaigns, video art direction, storyboarding, animation, copywriting