



Alex Edwards
Design & Art Direction

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Background

Award-winning creative & conceptual designer with 10 years professional working experience at established companies in the UK and US, specialising in branding, print, TV and digital design.

Experience

Lead Creative - Studio North, Manchester, UK (March 2022 - Present)

- 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 CD 3-day week contract

Senior Creative - THG, Manchester, UK (September 2020 - March 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 (February 2020 - August 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 (January 2017 - February 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 (July 2014 - December 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, NY (October 2011 - January 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, Keynote, After Effects, Microsoft Office

Design Proficiency

Strong points:

Creative concepting, branding & re-branding, illustration

Print & digital:

Brochures & direct mail, packaging & labels, experiential, website & app design, social campaigns, video art direction