

Alexander Percival

Established graphic designer with over 6 years experience, looking for a new creative role. With a history of developing and executing visual design concepts in order to increase brand recognition and engagement. Experienced in UX, UI, Graphic, website, and logo design, branding and illustration many more creative fields.

Email: percivalalexander@hotmail.co.uk

Phone: 07956734434

Website: www.alexpercivaldesign.xyz

Previous Experience

Graphic Designer

February 2018 - Present

Round Software Ltd

- Lead designer on all projects
- From initial quotation documents, determine what the customer needs and create detailed design briefs that outline exactly what the customer desires and what needs to be designed.
- UX research and design for websites, CMS' and mobile and tablet apps.
- Creating documents and wire frames to illustrate the best design for their needs.
- Create stunning and meaningful interactive user interface designs.
- Design and build aesthetically pleasing and engaging websites.
- Design Logos, branding and marketing material for start ups and established enterprises.
- Digital illustrations and consistent iconography.

Graphic Designer / Web designer

May 2023 - Present

Freelance

- Design and build both Ecommerce and non-Ecommerce websites.
- Design company brochure and other printables.
- Logo design.
- Personal illustration projects.

Graphic Designer Trainee

October 2017 - October 2017

The Studio 4

- Website imagery.
- Magazine design and publication.
- Logo design.
- Video editing.
- Graphic design research and development.

Skills & Competencies

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Publisher
- Microsoft creative cloud
- Figma
- Visual Design Concepts
- Graphic Design Strategies
- Social Media Engagement
- Cross-platform Collaboration
- Attention to Detail
- Project Management
- Brand Recognition
- Design System Implementations
- Time Management
- User Experience Design
- User Interface Design
- Creative Problem Solving
- Illustration Techniques
- Typography
- Colour Theory

Education

Jellyfish UX Course

March 2022

Course on User Experience

University of Wolverhampton

September 2014 - June 2016

Batchelors Degree Visual Communication - 2:1

Staffordshire University

September 2013 - June 2014

Surface Pattern Design - 2:2

Telford College of Arts and Technology

September 2012 - July 2013

Art Design and Media - Merit

Oscar Romery Sixth Form College

September 2010 - June 2012

Fine Art

ICT

Philosophy and Ethics

References available upon request