



DESIGN PROFILE

A creative, positive and passionate multi-disciplinary designer; who has eight years of industry experience. Also priding myself on working to a high standard that shows Creativity, Craftsmanship, Playfulness, Simplicity, and Boldness.

DESIGN PASSIONS

Thoroughly enjoy creating meaningful design solutions and experiences for brands and audiences with specialisms in:

→ **BRANDING**
→ **PACKAGING**
→ **LAYOUT**
→ **TYPOGRAPHY**
→ **DIGITAL**

BRAND EXPOSURE

MilkyWay	Weetabix	Burttons Biscuits
Walkers	Bob Martin	Tropicana
Sky TV	Wotsits	Quaker
Albert Bartlett	Old Holborn	Twinings
Toyota	Tetley	Alpen
CAE	Wotsits	Doritos
Nakhoda	Pipers	Travis Perkins
Vetzyme	Henkel	Pro:voke
Loctite	Mars	Lavazza

SERVICES

Branding
Identity
Packaging
Digital
Typography
Illustration
Layout
Art Direction

SKILLSET

Photoshop
Illustrator
InDesign
Acrobat
Adobe Fresco
Word Press / Divi
Microsoft Office
Photography

SOCIAL

Hard-working
Communicator
Loyalty
Team Player
Organised
Honesty
Leadership
Motivated

**Get in touch for all
design enquiries:**





DESIGN EXPERIENCE

OLIVER - PEPSICO

Sep 2020 – *Present*

Senior Creative designing on the PepsiCo account across an array of household brands and projects from conceptual thinking to executional. Directing design work and ensuring brand consistency across the entirety of all stages of work. Managing designers to nurture their development as both a creative and individual.

TYNAN D'ARCY

Sep 2018 – 2019

Creatively working on packaging concepts and visualising on an array of clients across core ranges, limited editions, and licensed products. Collaborating with the studio from the very beginning of the packaging concept, all the way through to creating print ready artwork.

BRANDWIDTH

Oct 2017 – Sep 2018

STRENGTH+HONOUR

July 2017 – Oct 2017

TANK2CREATE

July 2013 – July 2017

ASHLEY PAUL DESIGN

Dec 19 – *Present*

As a freelancer striking the perfect balance between business and design. Making the most of all opportunities and producing the best possible outcome for my clients:

Brand Opus
The Escape
Path Design
Rawls

Tonik Associates
Alive With Ideas
TPN Retail
Mattel

Nesstra UK
En-Route
Revere
Avvio

EDUCATION

Solent University

First Class Honours

2010 – 2013

Reading College

Distinction

2009 – 2010

Bracknell College

Distinction

2007 – 2008

Emmbrook School

1 x B 2 x C's

2001 – 2006

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