

# ASHLEY PAUL CV

## *Design Profile*

Creative through and through, dedicated to my craft, priding myself on giving my all no matter how big or small – embracing explorations to create new solutions and valuable results. The bold and playful nature of my work is the result of an unwavering passion for the following specialisms:

- 1 BRANDING
- 2 PACKAGING
- 3 TYPOGRAPHY
- 4 LAYOUT

## *Brand Exposure*

MilkyWay  
Walkers  
Sky TV  
Albert Bartlett  
Toyota  
CAE  
Nakhoda  
Vetzyme  
Loctite

Weetabix  
Bob Martin  
Wotsits  
Old Holborn  
Tetley  
Wotsits  
Pipers  
Henkel  
Mars

Burtons Biscuits  
Tropicana  
Quaker  
Twinings  
Alpen  
Doritos  
Travis Perkins  
Pro:voke  
Lavazza

## *Specialisms*

Branding  
Identity  
Packaging  
Digital  
Typography  
Illustration  
Layout  
Art Direction

## *Software's*

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

## *Social Skills*

Hard-working  
Communicator  
Loyalty  
Collaborator  
Organised  
Honesty  
Leadership  
Motivated

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

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## *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.

### **Ashley Paul Design**

Dec 19 - **Present**

An independent creative designer with an extensive background in branding, packaging, layout and typography. Partnering with creative agencies, brands and other independent specialists to produce beautiful, conceptual and original design solutions.

### **Tynan D'Arcy**

Sep 2018 - 2019

Creatively working on packaging concepts and visualising for household FMCG brands. Designing 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 - April 2018

### **Strength+Honour**

July 2017 - Oct 2017

### **Tank2Create**

July 2013 - July 2017

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## *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