

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
Trek / Nakd
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
BEAR Snacks

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

BEAR Snacks - Lotus Group Sep 2024 – **Present**

Co-led creative direction for major projects, managed stakeholder relationships to ensure brand alignment, and delivered design solutions. Mentored designers, fostering their growth and enhancing team collaboration. Drove visual innovation, contributing to the brand's success in a competitive market.

Oliver - PepsiCo Sep 2020 – 2023

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 2019 – 2024

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

Brandwidth Oct 2017 – April 2018

Strength+Honour July 2017 – Oct 2017

Tank2Create July 2013 – July 2017

Education

Solent University 2010 – 2013 First Class Honours

Reading College 2009 – 2010 Distinction

Bracknell College 2007 – 2008 Distinction

Emmbrook School 2001 – 2006 1 x B 2 x C's