



Hello! I'm Alex Grant.

I am a third year BA Hons student studying Graphic Design at The University of Hertfordshire. Throughout my degree I have worked on a range of briefs including branding, web design, user interface design and magazine design. During these briefs I improved upon my team work and communication skills in group assignments, whilst developing my organisation skills and self motivation by working on self innovated projects.

By working on a range of projects this has helped me to gain a deeper understanding of each aspect that is needed for graphic design. This has given me the skills needed to work in this environment including having an in-depth knowledge in areas such as branding, typography, layout adjustment and digital design.

Taking my skills further and having done a vast amount of training in software such as Photoshop, InDesign, Illustrator and Muse, I have improved the quality of my work and my software skills. I have also gained experience in using Dreamweaver and Axure for application prototyping, HTML and CSS.

During my studies, I visited Cambridge Publishing Limited on a two-week placement to learn about how their company functions as a whole, how they put together a working product that suits their clients needs, and to gain knowledge in the digital aspect of the company. This work placement, combined with research, influenced me to help create a business with two friends, a business student and a programming student, to gain the experience of working for real clients. By working together in a professional sense, we created a web design, social media and marketing business. This meant that we were able to work collaboratively as a team, to ensure our work matched our client expectations and outcomes.

CV

Alex Grant
Graphic Designer

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Exhibitions

2015 Omega Alpha -Hertford College

Software Skills

InDesign
Illustrator
Photoshop
Muse
Axure
Dreamweaver
Sony Vegas Pro
MS Word, Excel and Powerpoint
Knowledge of both PC and Mac

Education and Qualifications

2015-2016 - BA(hons)Graphic Design The University of Hertfordshire

2013-2015 - FDA Graphic Design The University of Hertfordshire

2005-2012 - A-Levels The Knights Templar School

Reference

If you would like a reference please just ask.

Work Experience

Earthware / August - September 2015 / Web & Mobile Design

I had a period of work experience with the user interface team at Earthware. This consisted of shadowing the design team working on client projects, and developing user interface solutions using Axure for the latest digital devices.

CPL / April 2015 / Multi Award Winning Publisher

I spent one week working with CPL to learn about project management and how the company functions as a whole, by having 1 to 1 discussions with the managers of departments and directors. I was then invited to come back for another weeks work experience to join the design team. During this time I was working on a range of creative projects by my self and amongst other designers.

Zynth / January 2015 - Present / Web Design and Marketing

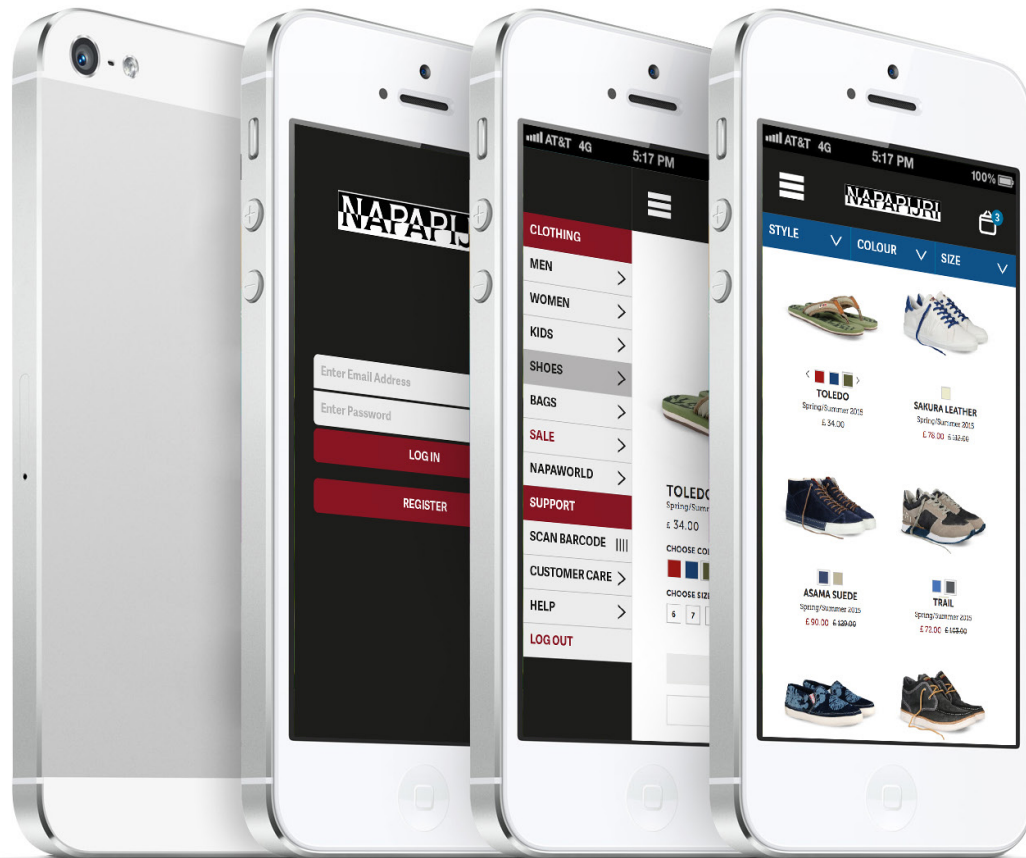
I created a company with two colleagues, one studying business and the other studying programming. My position within the company consisted of creating the brand identity and leading creative projects from clients, which included web design and branding. During these projects I created products with aesthetic as a key component, whilst following strict commercial obligations.

Tesco / November 2011 - Present / Retail

I have been working as part of the RFID team and a Photolab team for 4 years at TESCO whilst in full time education. During my time on the Photolab I developed my communication skills by communicating with customers every day. After a period of time I then moved onto the F& F department to join the RFID team. This role consists of working in a team to measure stock counts for the shop floor and warehouse, by using PDA's and computer systems monitoring radio frequency tags on each item of clothing, and then investigating possible losses and gains in the system.



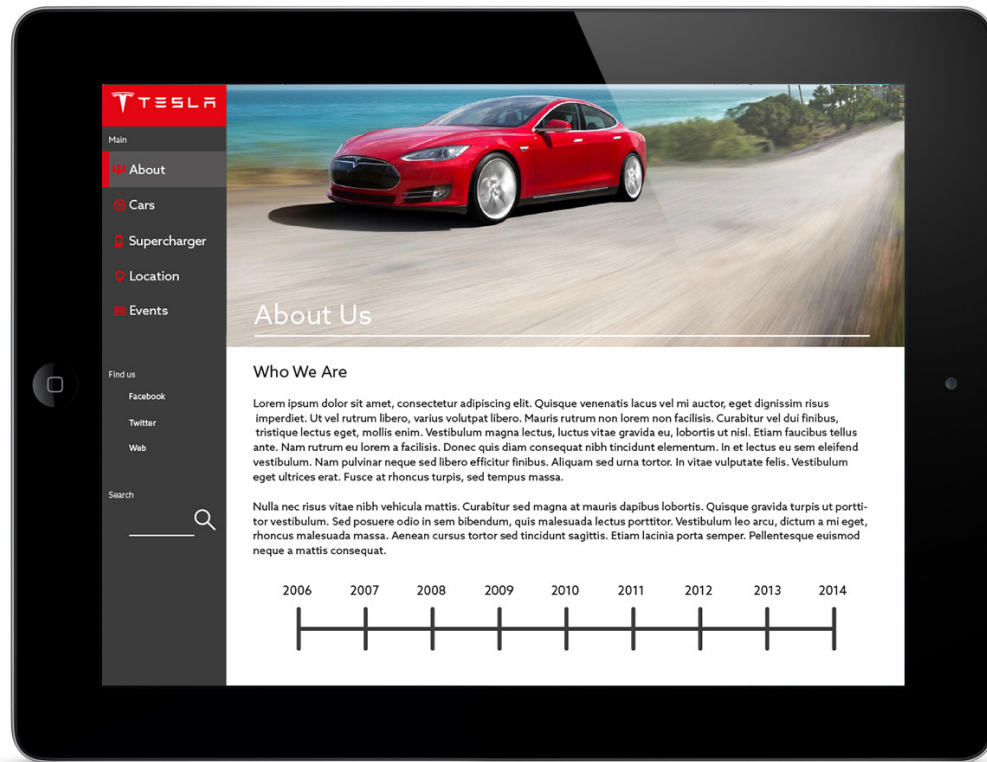
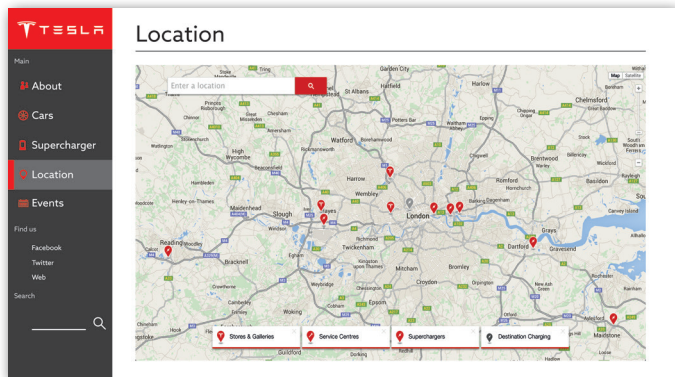
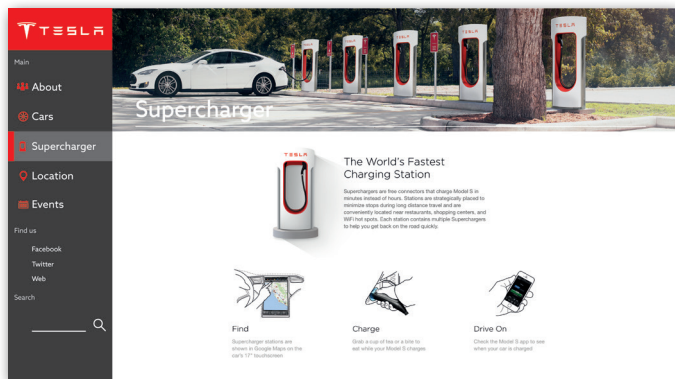
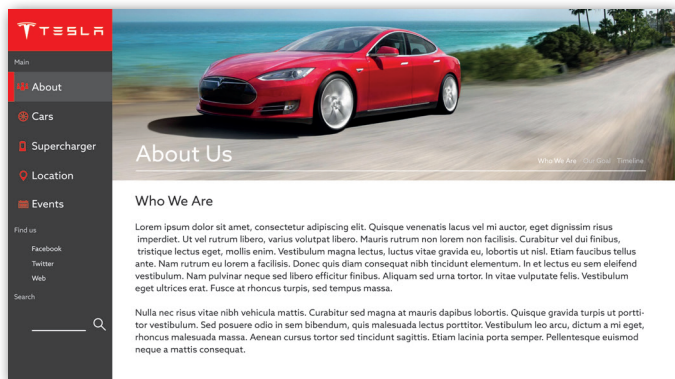
BBC / A design concept entry for the 2015 D&AD New Blood awards. The initial brief was set by the BBC to increase their brand awareness for the 18 - 24 age range due to a current drop off point. To bridge this gap I decided to create a personalised application that showcases the 6 main categories of the BBC. Users can add TV shows, sports news, radio shows and more to their account, creating more personalised experience.



Napapijri / A mobile application design concept created for a Norwegian clothing brand. After browsing Napapijri's online store, I went to download their mobile application but unfortunately there were not any available. This then lead me onto creating my own design concept for an application that reflects the brands identity, while making mobile shopping more convenient for the user.



My Pet / A mobile application design concept created Pets At Home to develop brand reputation with customers. This has been achieved by creating a social media platform for users to share information about their pets and the products they use. The design consists of a basic mainframe with an account page, search option and picture feed, making the application very minimal and contend driven.



Tesla / A user interface design concept to help increase Tesla's brand awareness. The UI was designed to focus on communicating effectively with the end user. I achieved this by mapping out the information available to control the user experience, and then followed this up with a neat and simple layout.

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Starting off this issue we will be going over the main items that you will need in your inventory. This is a critical part of information that every student should take in and learn from.

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"I was struggling to cope before I even started!"

KEY ITEMS



Books
Books are the sources of knowledge and information. Read, collect and bring books to your classes. These will help guide you through your studies.



Pencils
Pencils are the protein source to our hands. We must use them to create our master pieces. You can't draw or doodle in class without these things, so don't forget them.



Pens
Pens are great for writing those long winded assignment that you was given the day before. They are the prime tool for taking notes in lectures.



Post It Notes
Post it notes are one of the most valuable things a student could have. These will help you stay organized and prompt on your studies.



Coffee
Coffee is our energy source and should not be over used if you use it too much and you may never sleep again. Make sure you take regularly for optimum results.



Trains
Trains act as arteries and veins for students traveling far distances. These can take you to extraordinary places to help you with your studies.



Phones
Phones are great pocket devices for keeping notes, reminders and communication with your fellow peers. But be careful not to be glued to the device.



Laptop
Laptops are great for getting that last piece of work done on the journey to class! They are great for keeping your work smart and up to date so this is a must have.

KEY ITEMS

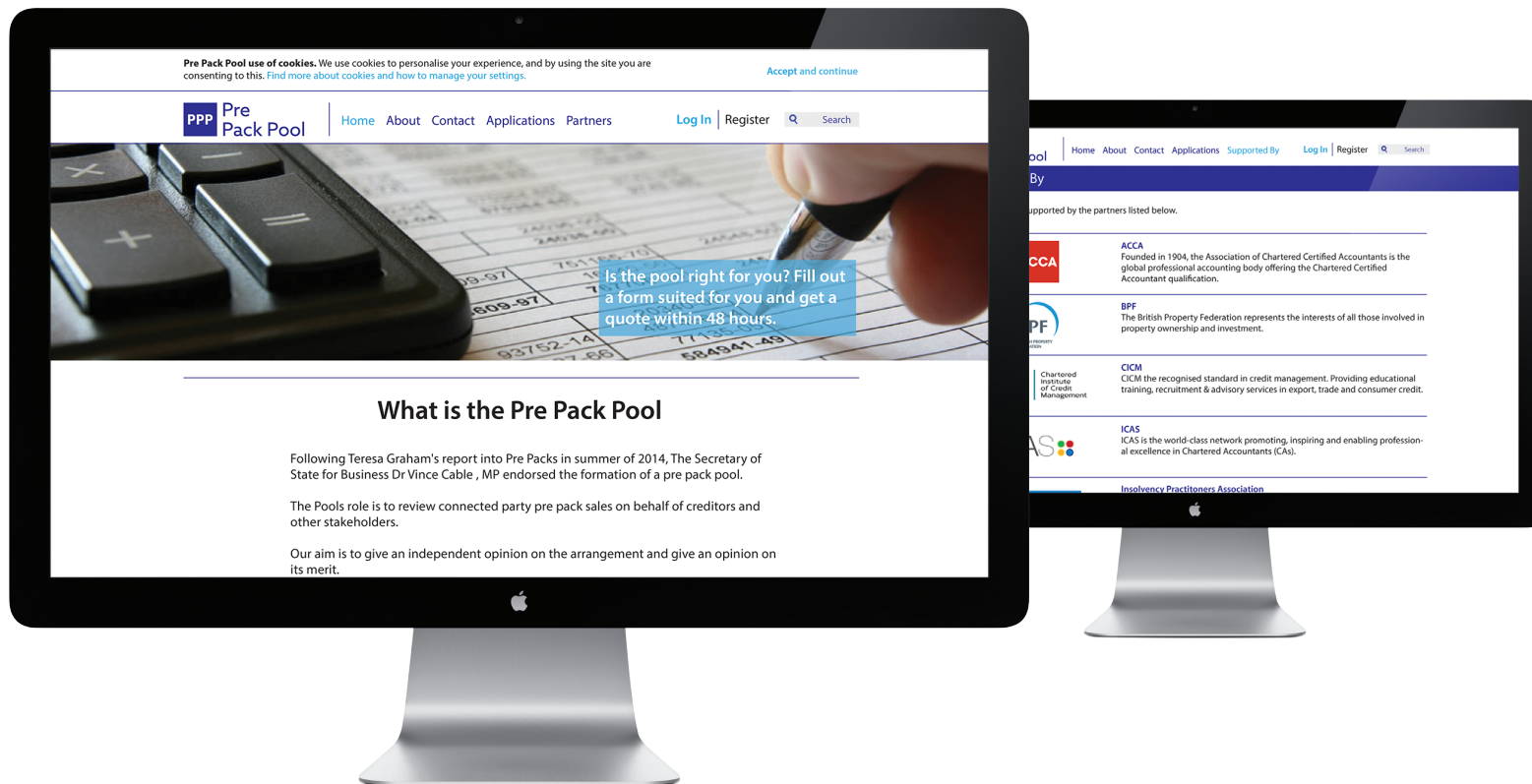
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24 Hours / A magazine design concept linked to the term '24 Hours'. This was a set project during my University course. I sparked the idea to make a 'student survival guide', which lead me onto making an illustrative magazine to communicate more effectively with my target audience through gentle humour.



Zynth / A branding concept for my own business that I created with two colleagues. One studying computer science and the other business and marketing. The brand identity was designed to make the company express a more corporate appearance to digital design and marketing and this was driven by defining the brand goals comparing it to the target market and looking into competitors research.



Pre Pack Pool / A government backed institution, which provides consultancy to insolvent businesses. Pre Pack Pool needed a logo design and website which users would log into the website to send a form requesting advice on how to approach insolvency practices. Based on the target audience and the nature of the website, I designed the logo to be smart and corporate, and followed this up with a sleek and easy to navigate website using highlighted headers.



Reef / A unique corporate cleaning agency, which specialises in using environmentally friendly cleaning methods. Zynth pitched the idea of a new website to replace their outdated one. The website was pitched to use imagery not necessary related to cleaning, so the company could be expressed as a more environmental conscious brand.



Photography and videography / A hobby of mine that I have developed in my free time combined with my passion for cars. I purchased a DSLR camera and professional software (Sony Vegas Pro & Photoshop) to get an understanding about the framework, special effects and image manipulation that are required to create professional videos and photos.