+44 (0) 799 989 5767
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West Yorkshire & London

Alexander Darabi

Passionate about graphic design to ensure an enduring sense of calm

British | alexdarabi.com | I hold a full UK Driving License and a current UK Passport

Qualifications

BA (Hons) - Digital Animation

Foundation Diploma in Art & Design > Graphic Communication

Profile

Inventive team-player, dedicated to the cause of simplifying design challenges faced in day to day business operations and in an ever changing digital landscape. I enjoy finding the best solutions for the project, utilising the most recent techniques, tools and platforms to produce a broad range of media. Quick to understand business requirements, I have been central to the success of many challenging projects including traditional graphic design, motion graphics, animation, video/sound editing/folley, UX/UI design, digital content management, WordPress/AWS integration, digital product design/prototyping.

Technical Skills

Adobe Creative Cloud
Illustrator - 100% After Effects - 100%
InDesign - 100% XD - 100%
Photoshop - 100% Premiere - 80%

EXPERIENCE

LYCATEL 2017 - April 2020 - Branding/Communications Lead Designer:

- Supporting head of brand and communications.
- To provide rapid marketing and product prototypes.
- To maintain the consistency of the brand evolution internally for online and outdoor.
- Print and Publishing - style-guides for internal usage.
- To supply b2b and customer facing communications across 26 international offices.
- To provide prototypes on enhancement and simplification within the existing framework.
- Providing video animation content for Westham United's stadium displays.
- To provide the detailed specifications, flow diagrams and functionality requirements of Cube Mobile (SAAS whitelabel product) for the developers in Chennai, India.

LYCATEL 2014 - April 2017 - Web/Marketing Digital Designer:

Worked on a variety of different projects including:

- Email marketing management.
- Search engine optimisation.
- Display campaign design & management.
- Lift and shift website migration.
- Multi-language content management.
- Web development and strategy for online.
- Excellent mentorship through head-hunted experts.

EDUCATION

Falmouth University
BA (Hons) 2:1 - Digital Animation

Leeds College of Art and Design
Art Foundation Diploma

Maidstone Grammar School
A-Levels:
Art - B
Business - C
Geography – C