

Alexander Darabi

Passionate about graphic design to ensure an effortless user experience



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	<p>I am an experienced graphic designer delivering innovative solutions to achieve business objectives, motivated by challenge and results I am able to think outside the box, producing simple, beautiful solutions in an ever changing digital landscape. I have been central to the success of many challenging projects including: Traditional Graphic Design, Motion Graphics, Animation, Video/Sound Editing, UX/UI Design, Online Marketing, Digital Content Management, WordPress/AWS integration, Digital Product Design.</p> <p>Working within collaborative, agile teams, I express informed opinions clearly amongst any seniority and establish good working relationships whether I'm engaging with people in the UK or internationally.</p>
Technical Skills	<p>I have been engaged in all aspects of the software development life cycle, including:</p> <ul style="list-style-type: none">- Requirements capture and analysis.- Business process analysis.- Production of branding styleguides.- Application (UX/UI) design.- Tracking and analysis (Web GA) + user testing (AB testing)
Key Awards /Achievements	<ul style="list-style-type: none">- Central to development multiple brands and digital products.- Planned roll-out of radio iOS app and webapp for Lycamobile PSL stream.- Website of the Year - Winner - Lycamobile UK/FR 2015/16.- UX/UI design of white-label telecomms service - Cube Mobile.
Tools/skills	Adobe CC full suite, Figma, XD, Sketch, Zeppelin,
Coding	React, HTML5.0, CSS, PHP, Javascript, SQL
Platforms /App Servers	Web Based, iOS, Andoid, .NET Framework, React native (cross platform)

<p>Experience</p>	<p>2020 - present - Freelance Digital Designer</p> <ul style="list-style-type: none"> - Approaching local businesses to improve online visibility - Re-inforcing branding and logotype - Providing personalised features and content for local businesses - Pitching brand ideas for independent brands, businesses and streamers <p>  2016 - 2020 - Branding/Communications Lead Designer </p> <ul style="list-style-type: none"> - Supporting head of brand and communications. - To provide rapid marketing and product prototypes. - To maintain the consistency of the brand evolution for online and outdoor. - Print and Publishing - style-guides for internal usage. - To supply b2b and customer communications for 26 international offices. - To provide prototypes on enhancement within the existing framework. - To design the look and feel of the published digital product Cube Mobile. - To provide the detailed specifications, flow diagrams and functionality requirements of Cube Mobile for the developers in Chennai, India. <p>  2016 - 2020 - Web/Marketing Designer: </p> <p>Worked on a variety of different projects including:</p> <ul style="list-style-type: none"> - Email marketing management. - Search engine optimisation. - Display campaign management. - Lift and shift website migration. - Multi-language content management. - Quick-win, best practice, front-end upgrades to improve online customer retention through mobile first, SEO optimisation, content design, information hierachy HTML email design (delivery optimised) & legal compliance. 										
<p>Education</p>	<table> <tr> <td>Falmouth University</td> <td>Maidstone Grammar School</td> </tr> <tr> <td>BA (Hons) 2:1 - Digital Animation</td> <td>A-Levels:</td> </tr> <tr> <td></td> <td>Art - B</td> </tr> <tr> <td>Leeds College of Art and Design</td> <td>Business - C</td> </tr> <tr> <td>Art Foundation Diploma</td> <td>Geography – C</td> </tr> </table>	Falmouth University	Maidstone Grammar School	BA (Hons) 2:1 - Digital Animation	A-Levels:		Art - B	Leeds College of Art and Design	Business - C	Art Foundation Diploma	Geography – C
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<p>Interests</p>	<p>Gardening, cooking, history, engineering, architecture, nature.</p>										