

Alexander Darabi

Passionate about graphic design to ensure an enduring sense of calm

Gender: Male DOB: 14/05/1987 alexdarabi.com

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 - Photoshop, Illustrator, After Effects, InDesign, XD Microsoft - Excel, Powerpoint, Word, Teams, .NET Framework 3D - Autodesk Maya, Blender, Python
Experience	 2017 - April 2021 - Branding/Communications Lead Designer: <ul style="list-style-type: none">- Supporting head of brand and communications.- Providing rapid marketing and product prototypes.- Maintaing 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 for the developers to implement.  2014 - April 2017 - Web/Marketing Digital Designer: <ul style="list-style-type: none">- 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.- Social media banner, graphic communication/asset creation.
Education	Falmouth University BA (Hons) 2:1 - Digital Animation Leeds College of Art and Design Art Foundation Diploma Maidstone Grammar School A-Levels: GCSE: x11 A*-B Art - B Business - C Geography – C