Alexander Mitchell

Senior Graphic Designer, Brand, Presentations and Pursuit Design

Senior Designer with extensive experience across brand, print, digital, and presentation. Work with global agencies, broadcast networks, and in-house teams on demanding projects. Build strong brands through clear, research-driven design. Blend traditional presentation methods with modern AI workflows to speed up delivery. Keep global projects on time and strictly to budget.

Employment

Senior Designer | Freelance
South East England | April 2017 to present

- Integrate into established agency workflows to execute difficult design tasks and deliver final assets
- Improve brand presence through digital and print design across multiple platforms
- Manage multiple projects within strict deadlines and budgets while upholding strong client relationships
- Designed campaign materials and pitch decks for TikTok, Facebook, Amazon Prime, Avast, WPP, and the British Council
- Created the TikTok Sizzle Reel Presentation, adopted as a core platform pitch deck
- Designed social campaign materials for Facebook Beach at Cannes Lions to support a high-profile global event

Senior Designer | KPMG - Pursuit Specialist
London | February 2016 to April 2017

- Won a KPMG internal award for outstanding design support on the EU Referendum Campaign, advancing brand strategy across multiple platforms
- Led art direction and design for Request for Proposal (RFP) graphics
- Ensured seamless visual alignment with pursuit strategies and corporate identity
- Managed projects effectively by prioritising workloads, defining objectives, and negotiating deadlines as a client-facing designer

Senior Designer | Freelance
London | April 2014 to February 2016

- Partnered with global advertising agencies, broadcast networks, and international entertainment brands
- Produced design assets for Sky Academy and major exhibitions at the O2 Arena, including Game of Thrones and X-Men
- Designed promotional materials for major Sky events, including the Rainforest Rescue stand for HRH Prince Charles

Expertise

- Design. Typography, layout, colour theory, and image direction across digital and print
- Software. Adobe InDesign, Illustrator, and Photoshop for professional artwork. Expert in Microsoft Office
- Presentation. Expert in PowerPoint, Keynote, and Google Slides for business-critical pitches
- UI and Digital Design. Apply established rules to responsive interfaces. Develop Figma and Framer skills in UI fundamentals, interaction, and component architecture
- AI Workflows. Generate early layout ideas and refine presentation copy with Gemini 3, ChatGPT, and Claude. Build rapid visual mockups using Nano Banana 2. Pull key data from heavy client briefs via NotebookLM and Deep Research. Prototype motion sequences and custom scores using Veo 3.1 and Lyria 3
- Motion and Video. Edit video and create simple animations using Final Cut Pro, Premiere Pro, and After Effects
- Project Management. Manage design from concept to final delivery. Solve complex briefs independently

Early Career and Global Experience

- International Roles. Worked as Senior Designer for Australian Tourism New South Wales in Sydney and Karo Design in Vancouver
- Global Experience. Travelled extensively across Asia, Australasia, and North America
- Leadership. Qualified as a Divemaster in Australia and Thailand. Managed group safety and provided steady leadership in demanding environments

Education and Certifications

- UI Foundations Certificate. Earned from Designlab. Completed modules in responsive design, interface interaction, and typography
- BA in Design. Achieved at the University of Wales, Caerleon