



Alex Perryman

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About

I am a designer with over two and a half year's experience in studios and independently. In studios I've worked in logo design, branding, adverts and image research. Other work has included content management, web banners (GIFs) and co-operating with clients and photographers.

I have some experience in digital design and would like to focus on more in the future, websites, app design, user interfaces and digital books are all areas of interest. I'm also keen to gain experience in motion graphics.

Nationality

British

Education

2006 - 2009
Bath School of Art & Design.
BA Hons Graphic Communication
First

Skills

Adobe CS6 suite	Mural (designs and painting)
Wordpress	Writing
Print	Editing
Photography	

Experience / Jobs**Sausfest, Sausage company.****Personal client. 2013.**

Sausfest is a small company in Hackney Wick which was looking to expand their operation. I helped them develop a logo and packaging to help them appeal to wider client base.

Elaine Chan, Luxury leather goods brand.**Personal client. 2013.**

Full branding work for the handmade leather brand 'Elaine Chan', including a logo, several logotypes, a website and art direction.

Mao Usami, Fashion designer.**Personal client. 2013.**

Mao Usami is a Japanese fashion designer who studied at CSM, London. I've helped her develop her brand and designed promotional material for her first solo exhibition in Shanghai.

London Coffee Festival, Wall Mural, 2012

I painted a large wall mural for the entrance of the London Coffee Festival on Brick Lane. The estimated attendance for the festival was 12,000.

Icon Magazine, Essex, 3months, 2011 – 2012.

At Icon I handled my share of the magazines layout for many issues and two product yearbooks. Additionally designing promotional material for events and subscription adverts.

Glock, London, 6months, 2010.

At Glock I worked on a range of graphics for print and online for their wide client base. Some of the more notable projects were 3D vector illustrations (illustrator) and product design for Burt's Bee's.

Fitch, London, 3months 2010.

At Fitch I worked on a redesign of online company ResearchNow, adverts and packaging for Sony, research for Vodafone and in-house material for the BBC offices in White City.



Personal Philosophy

I see reading and research as important elements of design. I use them to explore, then refine a project, creating a simple and clear method to communicate core values and ideas.

I feel strongly about the ability to tell stories through graphics and imagery, bringing brands to life in the users experience. I've always worked well with clients and love the process of designing something that fulfils their visions and ambitions.

I try to work out of my comfort zone where I can, always refining what I like and don't. I am a quick learner and occasionally grasp new software or techniques quickly for the job at hand.

The variation within design is something that I enjoy most about the profession. I like that the work can vary from a vast range of projects for different sectors, sometimes in different countries. All of which have a context and story of their own and getting to know and understand them is something I relish most about the practice.