

# ALEXANDER CLARK

LONDON BRAND & INTEGRATED DESIGNER  
SPECIALISING IN HOSPITALITY, FOOD AND BEVERAGE AND PREMIUM LIFESTYLE

## CONTACT

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Full UK Driving License

## ABOUT

I am a freelance integrated designer with six years of experience shaping brands across hospitality, food and beverage and premium lifestyle. I specialise in identity, visual systems and digital content, and bring experience from in house teams, agencies and freelance roles. I work closely with founders and teams, move quickly without losing craft and bring a collaborative, hands on approach to every project.

## SKILLSET

- BRANDING, STRATEGY & POSITIONING
- WEBSITE DESIGN & UI/UX
- MARKETING DESIGN
- EMAIL MARKETING
- HOSPITALITY DESIGN (MENU, POS, DIGITAL)
- KEY SOFTWARE: ADOBE PHOTOSHOP, ILLUSTRATOR, INDESIGN, AFTER EFFECTS. WEBFLOW, FIGMA. MIDJOURNEY & REVE AI.

## EDUCATION

Product Design BSc with Professional Practice  
Upper Second Class Honours (2:1)  
BRUNEL UNIVERSITY LONDON

Secondary & A- Levels  
3 A Levels, 1 AS Level, 11 GCSE's (A\*- B) including English and Maths  
KESWICK SCHOOL, CUMBRIA

## EXPERIENCE

### FREELANCE BRAND & GRAPHIC DESIGNER

ALEXANDER CLARK DESIGN | SEPTEMBER 2024 - CURRENT

Branding and integrated designer working across Hospitality, Food and Beverage and Premium lifestyle sectors. Clients include Leigh's, Bisley and Langdon and More.

- Branded and launched Leigh's in De Beauvoir with a full identity, strategy and store world that boosted local recognition and customer loyalty.
- Built the strategy and visual brand for Club Sauce, a new influencer matchmaking platform for Hospitality and Brands.
- Ongoing creative partner for Bisley across trade marketing, including Clerkenwell Design Week and multiple product launches.

### LEAD GRAPHIC DESIGNER

ME:MO | MARCH 2023 - SEPTEMBER 2024

Lead designer across hospitality accounts including Holland and Barrett, Prezzo, Roti King, The Botree, Joel Robuchon Group and Sunset Hospitality.

- Led launch creative for Sunset Hospitality across Amelie, Bar Luum and Sachi at Pantechicon.
- Led social design for Holland and Barrett's new food range Food That Loves You Back.
- Delivered creative for major openings including The Botree, Le Deli Robuchon and The Good Egg.
- Oversaw output across all accounts and supported junior designers while delivering high quality multi channel design at pace.

### FREELANCE DIGITAL DESIGNER

TALA (LIGHTING) | JULY 2022 - MARCH 2023

Supported the brand refresh across trade and consumer channels. Designed catalogues, event materials and pop up collateral, along with print ads, paid social and email campaigns. Helped drive record Black Friday results and produced launch creative for the Loop Range by John Tree.

### FREELANCE CREATIVE DESIGNER & MARKETING

THE SAUCE MAGAZINE | JANUARY 2021 - MARCH 2023

Delivered branding, content and marketing for a growing hospitality start up. Rolled out the identity across all channels, grew the email list to twenty five thousand, lifted open rates and built the social audience from zero to nearly five thousand. Produced partner activations for Currys, Burger and Lobster and Borough Market.