

Fred.

Senior Graphic Designer

 alfredoferreira.com
 axbf96@gmail.com
 Please ask

Skills

Branding & Visual Direction
UI/UX Design
Large Format Print
Brand Collateral
Digital/Email Marketing
Process Implementation

Tools

Photoshop	XD
InDesign	Figma
Illustrator	SketchUp
AfterEffects	Hubspot
Dimensions	Webflow

Education

BA (Hons) Graphic Design
Level 3 Extended Diploma in Graphic Design

Languages

English
Portuguese

About me

Hi, I'm Fred. A multidisciplinary designer based in Tadley, UK, with over five years of experience in corporate graphic design across events, finance, software development, and B2B marketing. My work spans rebrands, visual identity development, and full website planning and execution, as well as large-format printing, print collateral, and tactile brand experiences.

Professional Experience

Senior Graphic Designer Perkbox 2024 – Present

- Designed and launched a new company website within four months, partnering with a developer at Appfly to bridge and implement the CMS system, improving content management efficiency.
- Created streamlined processes and reusable templates, cutting time spent on repetitive tasks and freeing up team resources for higher-value work.
- Optimized workload by prioritizing deliverables and strategically allocating resources, ensuring on-time project delivery through a rebrand, website launch and upcoming events within the same quarter.

Senior Graphic Designer Vivup 2022 – 2024

- Led the development of the company's visual brand identity, establishing a cohesive and impactful look across digital, print, and event materials.
- Designed and launched the company website independently, from concept to execution, within my first year, strengthening brand visibility and user engagement.
- Implemented Figma as a collaborative design system, aligning designers and developers to streamline workflows and improve consistency in software execution.
- Directed creative production for events and awards, overseeing visual design and video content.
- Managed and mentored a graphic designer, guiding skill development, creative direction, and workload management, further enhancing my leadership and team development experience.

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Brand and Content Creator

Ash United

2021 – 2022

- Led the rebrand of a local football club, developing a refreshed visual identity that modernized the club's presence and strengthened community recognition.
- Designed and produced new print materials including stadium signage, matchday programmes, and promotional assets
- Revitalized the club's social media presence with a bold, consistent look across digital channels
- Collaborated with sponsors and club stakeholders to create cohesive visual campaigns

Marketing Content Designer

FTI

2020 – 2022

- Planned, designed, and scheduled all social media content, maintaining a consistent brand voice and visual identity across multiple platforms.
- Independently designed and launched websites for three businesses within six months, managing the full process from concept to execution and ensuring user-friendly, visually engaging experiences.
- Developed a comprehensive onboarding collateral suite, creating templates, guides, and branded materials that streamlined new client and employee introductions.
- Managed multiple projects simultaneously, balancing deadlines, priorities, and creative demands while maintaining high-quality outputs across all businesses.

Graduate Graphic Designer

Tecna UK

2019 – 2020

- Designed onboarding collateral for the company, creating a cohesive suite of brochures that ensured a consistent and professional brand experience.
- Edited and produced video series, enhancing internal and external communications with engaging visual storytelling.
- Created print designs for company event stands, elevating brand presence at trade shows
- Developed white-label websites for partner companies, enabling them to sell the company's products with fully branded, user-friendly digital experiences.

