

# Alessandra Ellis

alessandraellis.com  
alessandraellis@gmail.com  
+44 (0)7851 483399

A London-based designer helping dreamers and thinkers to build meaningful brands. From charities to fund managers, local and global, and everything in between.

With over 12 years of experience, I have worked across in-house, agency, and freelance roles, both independently and as part of a team.

I always love to hear about new opportunities, however big or small.

## Experience

Jan 17 - Present

### Alessandra Ellis Design

For over eight years I have worked as an independent designer, working directly with an extensive range of clients on everything from branding to website design, from social media strategy to editorial design, and everything in between.

#### Clients include

Savills	Will It Make The Boat Go Faster?	Fuel Ventures
Mayor of London	The Fine Art Group	The Camberwell Arms
Divine Chocolate	CBRE	NHS
Hermes	AllBright	Marcode
Greenpeace	Amnesty International	Penfold
Space NK	Croud	Cushmans & Wakefields
Guys & St Thomas	Ideas Alliance	Future Tonic

#### Longer-term/Ongoing Clients

Nov 23 - Present	<ul style="list-style-type: none"><li>Work on digital, event and print materials, including large format</li><li>Initially sole designer working directly with marketing team</li><li>Helped on-board a new full-time designer</li><li>Currently working on developing their brand</li></ul>
Alica Bank	
<i>British challenger bank</i>	
Mar 19 - Present	<ul style="list-style-type: none"><li>Worked closely with Parkwalk for over 5 years as their sole designer</li><li>Currently working on developing their brand</li><li>Predominantly designing reports, decks and event materials</li></ul>
Parkwalk	
<i>Fund manager</i>	
May 23 - Present	<ul style="list-style-type: none"><li>Helped develop companies new brand</li><li>Predominantly designing templates for social media, tool-kits, and decks for the team to use independently of a designer</li></ul>
InRehearsal	
<i>Video learning platform</i>	
Jan 17 - Present	<ul style="list-style-type: none"><li>Worked closely with Calculus for over 7 years as their sole designer</li><li>Designed branding for independent funds</li><li>Predominantly designing reports, decks and event materials</li></ul>
Calculus Capital	
<i>Fund manager</i>	
Mar 24 - Jul 24	<ul style="list-style-type: none"><li>Worked full-time with the in-house design team on election campaign</li><li>Pitched social media campaigns</li><li>Produced a large range of print and digital output</li><li>Worked collaboratively with tight turnarounds and on reactive materials</li></ul>
The Labour Party	
<i>Political party</i>	
Nov 23 - Jan 24	<ul style="list-style-type: none"><li>Helped implement new brand</li><li>Role was predominantly social media focused</li><li>Additionally worked on packaging, leaflets, web ads and newsletters</li></ul>
Heights	
<i>Supplement start-up</i>	
Nov 17 - Apr 22	<ul style="list-style-type: none"><li>Designed brand and website pre launching agency</li><li>Worked closely with dev team designing digital campaign tools</li><li>Helped design 'blueprint' for fundraising digital tool</li><li>Worked closely with major organisations and charities</li></ul>
Forward Action	
<i>Digital campaign agency</i>	
Aug 18 - Oct 20	<ul style="list-style-type: none"><li>Developed branding and designed website</li><li>Worked as UX designer on app</li><li>Designed packaging and marketing materials</li></ul>
LYS	
<i>Tech wearable start-up</i>	

## Education

Nov 15 - Jan 16

### General Assembly

UX Design

Aug 10 - Oct 10

### London College of Communications

Graphic Design Course

Sept 06 - June 10

### University of Bristol

Sociology with study abroad (University of North Carolina) BSc 2.1

Sept 03 - July 05

### Holy Cross 6th Form

A-Levels: English B, Art B, Theatre Studies B

## Skills & services

Figma	Branding
Adobe Photoshop	Deck design
Adobe InDesign	Event branding & management
Adobe Illustrator	Social media strategy & design
Adobe After Effects	Video editing
Wordpress	UX design
Squarespace	UI design
Wix	Art direction
Webflow	Editorial design
Microsoft Office	Print design

References available on request

July 22 - Oct 23

### Penfold

#### Brand Design Lead

- Brand Design Lead at Penfold was a dynamic role where I was fortunate to work on a huge range of projects across multiple teams, whilst sitting within the fast-paced and driven marketing team of this FinTech start-up
- Work included: Brand development, UI and UX design, marketing materials, creative direction for video and animation, event design and management
- After leaving in October 2023, I continue to freelance with Penfold

Jan 14 - Jan 17

### Matter&Co

#### Head of Design

- As head of design at Matter&Co, a London based communications agency, I managed a team of 4 other designers, and worked closely with the PR and strategy teams
- We worked predominantly with charities, social enterprises, and social investors on branding and general communications
- As well as being an agency, Matter&Co also produced the magazine 'Pioneers Post', and the social investment 2 day conference 'Good Deals', so I also had the opportunity to work on editorial design and event branding
- After leaving in January 2017 to work as an independent designer I continued to freelance with the agency

Jul 13 - Dec 13

### Halcyon Gallery

#### Graphic Designer

- At Halcyon Gallery I worked with a small team designing art exhibitions, from the gallery space to printed collateral
- I had the opportunity to work alongside artists and artist managers to help develop the brand and identity of new contemporary artists represented by Halcyon Gallery, as well as working closely with the marketing team to maintain and strengthen the gallery's own brand

Oct 10 - Jul 13

### Bonhams

#### Graphic Designer

- As a designer at Bonhams I worked with over seventy-two departments globally on a huge range of marketing material, including catalogues, magazines, adverts, showroom visuals, invites and packaging
- As a design consultant advising on print and budgeting, I was an important liaison between Bonhams' photographers, specialist departments and production houses
- Other than designing for high volume distribution, I would often work on creating unique and luxury proposals for Bonhams' major clients
- As well working in Bonhams flagship office in London, I had the opportunity to work from our Hong Kong office on materials for major forthcoming auctions, whilst training a new design team on software and branding

## Interests & other projects

July 11 - Present

### Studio Eden

#### Life drawing classes, workshops and exhibitions

Running now for over 13 years, Studio Eden offers regular life drawing sessions in London and Margate, as well as workshops for company activities and festivals.

Feb 19 - March 20

### Urban Air

#### Research and development of pollution mask for cyclists

July 15 - June 17

### The Socialite

#### Research and development of social enterprise app following UX course

Sep 07 - June 09

### Epigram

#### Bristol University newspaper

Whilst at university I worked on the independent student newspaper, as Designer and Fashion Editor. Working in this role kick-started my passion for editorial design and my decision to focus on a career in graphic design.

## Volunteering

Feb 14 - Feb 20

### Cardinal Hume Centre

Kitchen support worker, After school club volunteer

Starting Nov 24

### Medaille Trust

Activities co-ordinator volunteer