

Albert M. Parker
Branding & Digital Design

www.albertmparker.uk
albertmparker@gmail.com

@albertmparker
+44 7900 894 186



Multi-faceted designer, skilled in crafting ideal brand identities, visual languages and customer experiences for an array of brands. Consistently delivers appropriate and distinctive creative solutions that increase business sales and status by thoughtfully pinpointing their essence. Eight years of experience in the creative industry curating visual content that resonates with longevity. Uses deep thought to deliver great decisions and memorable design.

Experience

Designer, Flipside Group June 2021 – Present

Working in the design studio on an array of projects, creating clear and engaging on and offline communication materials, including brand identities and guidelines, traditional literature, responsive websites, animations and mobile apps.

Freelance Branding & Digital Design, Nexus Network Jan – Mar 2021

Transformed the visual identity of the Expert Network, offering it a visual advantage in the growing industry. Along with reimagining the brand's identity, this project focused on digital design, with the website re-designed.

Freelance Branding & Digital Design, Beaut-Lab Feb–May 2021

Crafted a forward-focused brand identity across all touch points for the US-based beauty brand. Visualising beauty as a journey where innovation, customisation, and experience intersects, the brand is positioned to offer a communal space for beauty to evolve in.

Graphic Designer, Alexandre Meerson June 2014 – Dec 2020

Evolved the brand's identity in constant collaboration with Creative Director, leading roll out across all mediums. By tailoring the brand's visual language around the three pillar's of craftsmanship, individuality & creativity, opened up space for a dialogue to occur between the designer & collectors. This personal atmosphere captured the imagination, in an industry full of out-dated competitors, allowing the brand to rise to international recognition from inception in six years.

In the wake of the pandemic, led a complete re-design of the website, translating the intimate the experience offered into an online medium. Created 'Designer in Residence Series', transforming Meerson's store presence. Identified and exploited the fact that the brand's founder was still active as a point of distinction and crafted a residency that elevated it. This resulted in a significant increase in sales in the store which were only beaten by Rolex. Shaped the events to appeal directly to cultured individuals, facilitating the brand's status to grow via both increases in sales and association with relevant ambassadors.

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Freelance Branding Digital & Product Design, Goldwyres Oct – Dec 2020

Co-founded a productivity candle brand, reimagining candles as solution-centric, helping professionals work from home efficiently, utilising essential oils to increase cognitive function.

Freelance Branding & Digital Design, Guild Foods Market Jan – Nov 2019

Worked closely with the store's owner to reimagine its identity as a health food market, expanding its appeal to a new demographic & evolving the thinking of its users, to consider the environmental impact of their shopping, by curating the visual language in store.

Creative Marketing Intern, Warner Bros June 2012 – June 2013

Creation & management of digital designs for web, print and apparel.

Skills

Expertise: Branding, Digital Design,
Graphic Design, Print, Animation,
Typography

Technical: Adobe Photoshop, XD,
Illustrator, Indesign, After Effects,
Dimension, Premiere Pro, Sketch,
Figma, Overflow

Education

Multimedia Technology & Design BSc (2:1)
University of Kent, Canterbury, 2010–2014

Central Saint Martins Intermediate Graphic Design course, 2021

SuperHi! Visual Design & Branding course, 2020

Domestika Art Direction for Branding course, 2020

Reference

Available upon request