

Hello

ALPA VYAS

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QUALIFICATIONS

2006 - 2007
Foundation
Art & Design Diploma

2007 - 2010
BA (Hons) Graphic Design

PROGRAMME SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat
Adobe XD
Basic Figma
Adobe After Effects
Adobe Premier Pro
Microsoft Office

CREATIVE SKILLS

Brochures, Inserts, Newspaper layout / Adverts, Posters, Booklets, Leaflets, Campaign Toolkits, Emails, Web banners, animated GIF's for emails, paid social video and static ads for Facebook, Instagram and Pinterest. Paid video ads for YouTube

Alpa Vyas

SENIOR DESIGNER

www.alpavyas.com

MY STORY

I am an enthusiastic and committed Senior Designer working as part of a creative team. I closely collaborate with the Creative Manager and fellow artworkers on diverse marketing communications, spanning both online and offline platforms.

MY EXPERIENCE

JANUARY 2019 - PRESENT

SENIOR DESIGNER | Bourne Leisure, Hemel Hempstead

- Working alongside a branding agency as a member of the re-brand team to breathe life into a fresh identity for Warner.
- Crafting diverse marketing collateral across multiple channels for both new and established hotels.
- Developing campaign toolkits to facilitate the seamless rollout of collateral by artworkers within the team.
- Producing video content for paid social media, display advertisements, and hotel screens.
- Overseeing and managing digital screen systems in guest-facing areas of all 15 hotels, while consistently creating engaging content.

DECEMBER 2018 - JANUARY 2019

PRODUCTION MANAGER (Maternity cover) | Bourne Leisure, Hemel Hempstead

- Managing a team of 7 and the day-to-day work flow, attending initial creative brief meetings and overseeing all creative work.
- I worked closely with the Creative Manager on the project of a new hotel opening, including working on designs and attending photography shoots.

APRIL 2016 - DECEMBER 2018

SENIOR CREATIVE ARTWORKER | Bourne Leisure, Hemel Hempstead

- I worked through a re-brand, allowing me to see how things changed and gave me an opportunity to get creative with new brand guidelines.

MARCH 2014 - APRIL 2016

CREATIVE ARTWORKER | Bourne Leisure, Hemel Hempstead

- Artworking various marketing collateral including newspaper adverts, brochures, inserts, booklets, emails and web banners.

During my time at the places listed below I worked on various projects from invitations to leaflets, posters to brochures and logos to web design.

October 2013 - January 2014 - Role: Creative Artworker
Printer Pix, Ruislip

January 2012 - August 2013 - Role: Graphic Designer
Paradox Consultancy, Stanmore

September 2010 - December 2014 - Role: Graphic Design Freelancer
Media36, South Croydon

February 2011 - May 2011 - Role: Graphic Design Freelancer
In Addition UK LTD, London

July 2010 - September 2010 - Role: Graphic Design Intern
Osmium For Men, Clapham Common and Yearbook Machine, Old Street