

Alex Regent
Graphic Designer

I am an integrated graphic designer with a perennial mindset and over a decade of expertise in SaaS tech, machine learning, marketing and advertising. I combine my versatile creativity, business insight and marketing proficiency to design user-centric experiences that drive engagement and increase ROI.

London, UK | alex@aregent.com | +447470822969 | [LinkedIn](#) | [Portfolio](#)

SKILLS

- Digital design
- Print design
- Web design
- Branding
- Art direction
- Motion graphics
- Copywriting
- Storytelling
- Product marketing
- Creative strategy
- User centric design
- Project management
- Collaboration
- Attention to detail
- Meeting deadlines
- Team management

WORK EXPERIENCE

Graphic Designer, April 2025 - present **CACI Ltd. - London, UK**

CACI is a data and tech company offering a multitude of SaaS products and consultancy services across most market verticals, from government institutions to retail giants. Within the Brand and Marketing team, I am responsible for:

- Designing sales and marketing assets, from initial concept to final delivery, across print and digital
- Working directly with copywriters, stakeholders and a team of 12 marketing managers
- Conducting market and competitor research in order to create strategic, premium assets
- Creating a five year comprehensive brand video strategy and brand video guidelines
- Creating engaging advertising and product demo videos which demonstrate product USP
- Producing, directing and editing video shoots with subject matter experts and voiceover artists
- Creating branding, iconography and product books for new SaaS products
- Organising assets within the internal content library
- Creating assets for emails, landing pages and the company website
- Designing exhibition stands and creating sales and marketing collateral

Key software competencies within the role: Adobe After Effects, Illustrator, InDesign, Photoshop; Figma; Microsoft Word, Powerpoint; Blender; Hubspot email marketing, landing pages;

Creative Designer, Mar 2021 - Feb 2023 **Tractable - London, UK**

Tractable is a SaaS computer vision unicorn bringing the latest research and machine learning techniques to visual assessment of cars and homes. Within Product Marketing, I was responsible for:

- Contributing to the re-brand process driven by Pentagram by creating versatile video production guidelines as well as implementing the new brand standards
- Designing key sales and marketing assets such as presentation decks, one pagers, infographics, animations, emails and events collateral, from ideation to delivery
- Creating engaging product demo videos to demonstrate product USP
- Writing and directing video shoots in collaboration with video production companies
- Organising key artwork efficiently within Google Drive and Showpad
- Creating engaging landing pages and micro sites for events and products

- Managing the output of freelancers such as voiceover artists and brand and video production companies

Key software competencies within the role: Microsoft PowerPoint, Word, Excel; Adobe Illustrator, InDesign, After Effects, Photoshop; Figma; Salesforce Pardot; Showpad; Cinema 4D; Wordpress.

Creative Designer, January 2020 - March 2021
Sandvik - London, UK

Sandvik is a global leader in engineering SaaS solutions and manufacturing. As part of the Global Marketing Team, I was responsible for:

- Developing brand identities and guidelines for growth venture digital solutions
- Collaborating with the Head of Growth Marketing to design all assets for digital demand generation
- Mapping product UX journeys and developing UI assets, websites, microsites, and landing pages
- Ideating and designing pixel perfect assets for both digital and print campaigns, including wireframes, ebooks, infographics, reports, email templates, advertising and social media banners
- Regularly updating content on digital platforms and across all websites
- Partnering with Events Manager in order to create assets for events such as 3D booth design, brochures, sales decks and videos

Key software competencies within the role: Microsoft PowerPoint, Word, Excel; Adobe Illustrator, InDesign, After Effects, Photoshop; Figma; Wordpress.

Group Marketing Designer, January 2017 - September 2018
Markettiers4DC - London, UK

Markettiers4DC is the UK's leading broadcast PR specialist. I was responsible for:

- Ideating and designing Infographics, reports, website takeovers, GIFs, social media banners, adverts, MPU's, websites and landing pages, credentials, presentations and email newsletters
- Managing company branding and developing brand subsets and assets
- Taking photos of talent in TV and radio studios as well as processing and editing for use
- Creating and executing the marketing and social media strategy as well as posting daily posts
- Conducting data acquisition campaigns, data cleansing, analytics and segmentation, nurturing/win back/newsletter programmes and reporting
- Ideating, designing and publishing the company quarterly printed and digital magazine, Onward
- Managing the awards calendar from entry draft to ceremony attendance, as well as coordinating the sponsorship of industry conferences, awards and advertising in trade media
- Coordinating client workshops and gifting

Key software competencies: Microsoft PowerPoint, Excel, Word; Adobe Illustrator, InDesign, AfterEffects, Photoshop; Wordpress; Mailchimp.

More past roles available on [LinkedIn](#).

EDUCATION

Joint Honours Digital Film Production and Screenwriting - University of Worcester, 2012

Video Producing, Editing, Graphic Design, Motion Graphics, Art Direction, Production Design

A full list of courses and accreditations is available [here](#).

INTERESTS

Filmmaking, Conceptual Art, Gardening, Environmental Protection.