

Portfolio

ALEX REGENT
INTEGRATED GRAPHIC DESIGNER

+44 747 0822 969
a@alexandrur.com

www.design.alexandrur.com
SW19 London, UK



- Web
- Print
- Branding
- Video
- In-house
- Agency
- Freelance
- Product Marketing
- Advertising
- UX/UI Design
- Email Campaigns
- Brand assets
- Animation
- Website design
- UI Videos
- Decks
- Infographics
- Photography
- Demo videos
- Adobe CC
- Figma
- Powerpoint
- Hubspot
- Salesforce
- Showpad
- Wordpress



RECENT ROLES

Graphic Designer - CACI

April 2025 - Present

Maternity cover. Hybrid. 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 twelve 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 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

Motion Graphics Designer - SOULLOOP

May 2023 - June 2024

Contract. Hybrid. London, UK

Soulloop is an innovative astrological wellness SaaS solution, offering personalised guidance for self improvement and personal growth. My main responsibility was the creation of more than fifty motion graphics videos across social media and TV advertising.

Creative Designer - TRACTABLE

March 2021 - February 2023

Permanent. Hybrid. 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:

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

Creative Designer - SANDVIK

January 2020 - March 2021

Permanent. Hybrid. 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
- Partnering with Events Manager in order to create assets for events such as 3D booth design, brochures, sales decks and videos

Creative Designer - LOIZOU & CO

September 2018 - December 2019

Contract. Office based. London, UK

Loizou & Co is a financial services company based in Mayfair, London. My role comprised of working directly with the MD and the wider team in order to create the company's brand assets, such as brand guidelines, brand identity, brand recognition strategy, decks, digital and physical assets.

Group Creative Designer**MARKETTIERS4DC**

January 2017 - September 2018

Full-time. Office based. London, UK

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

- Ideating and designing infographics, reports, 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 photos for use
- Creating and executing the marketing and social media strategy as well as daily posts
- Conducting data acquisition campaigns, data cleansing, analytics and segmentation, nurturing/win back/newsletter programmes and reporting to stakeholders
- Ideating, designing and publishing the company quarterly printed and digital magazine Onward.

[More on LinkedIn](#)

PREVIOUS ROLES

Creative Designer**ARTEMIS RECRUITMENT**

SEPT 2016 - JAN 2017 (Contract)

Office based. London, UK

Creative Designer**ADMEDIA**

MAY 2016 - SEPT 2016 (Contract)

London, UK

Design and Marketing Manager**NICHOLLS EXCLUSIVE****CLOTHING**

AUG 2015 - MAY 2016 (Contract)

Office based. Birmingham, UK

Other brands I've worked with:

Adidas, Nationwide, Lloyds Bank, Virgin Atlantic.

INTERESTS

Fine Art

Cristie's London - Auction 2024

Cristie's London - Auction 2022

The Auction Collective 2021

RED Exhibition 2019

Film

The Talk - Short, 2024

Magic Moments - Series, 2024

My Fair One - Short, 2012

Madame Bijoux - Short, 2011

Writing

1001 Things I Love - 2024

Fragments 2019 - Present

Poetry 2017 - Present

Emancipation - Novel, 2007

The Last Kiss - Novel, 2006

SOFTWARE

Design solutions: Adobe Creative

Cloud, Figma, Blender and the

Microsoft Office Package.

Cloud based solutions:

Wordpress, Salesforce Pardot,

Mailchimp, Atlassian, Confluence,

OmniPlan, Google Analytics,

Showpad, Canva.

AI solutions: MidJourney, Audiio,

PodCastle, InVideo, Chat GPT

and more.

[Video and Animation](#)

Password: dropitlikeitshot

[References](#)

EDUCATION

University of Worcester

BA - Joint Honors Digital Film

Production with Screenwriting

HubSpot Design and**Marketing Certified****LinkedIn Learning****Certificates:** Colour Theory, Logo

Trends, Advertising, Storytelling

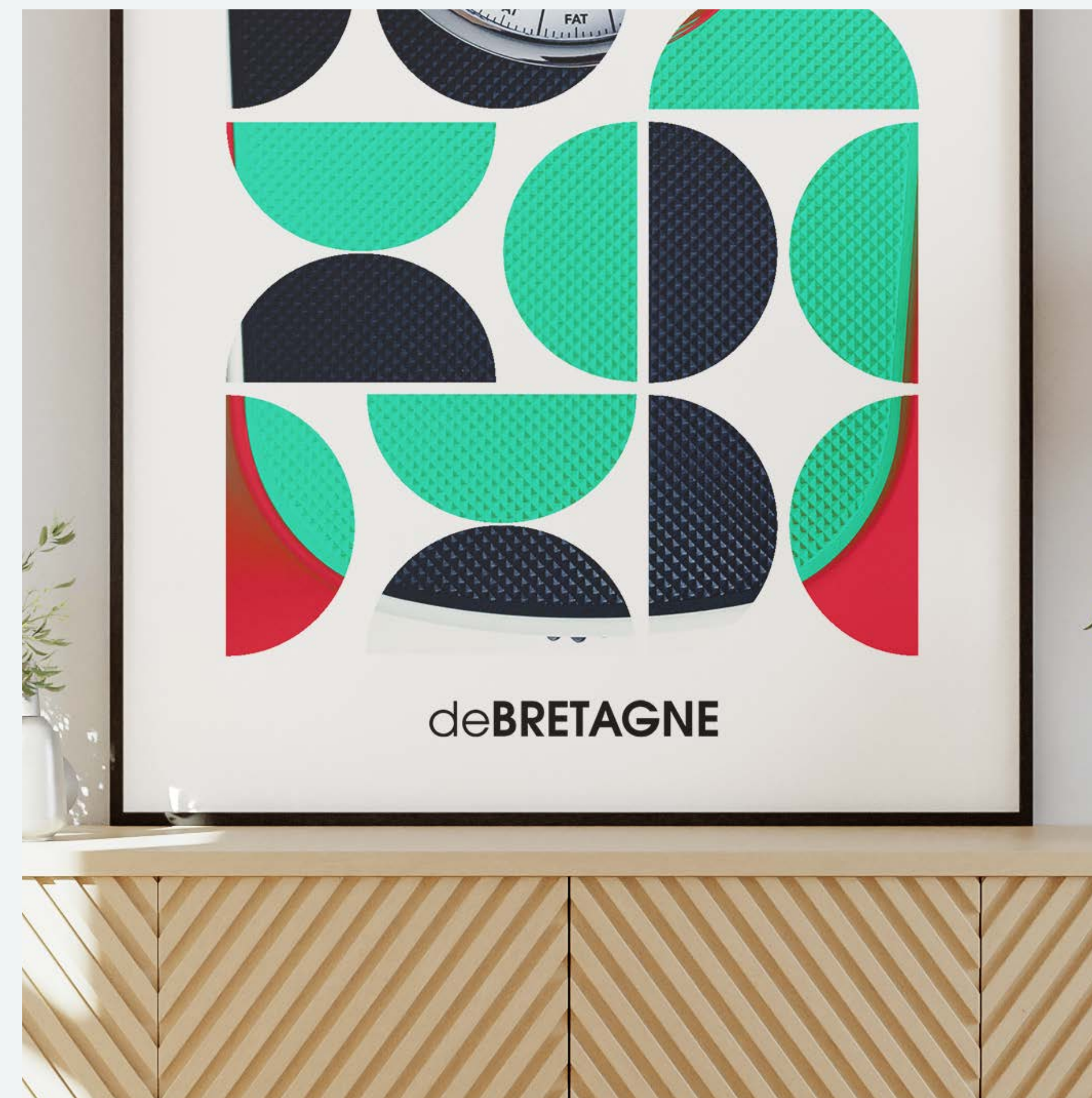
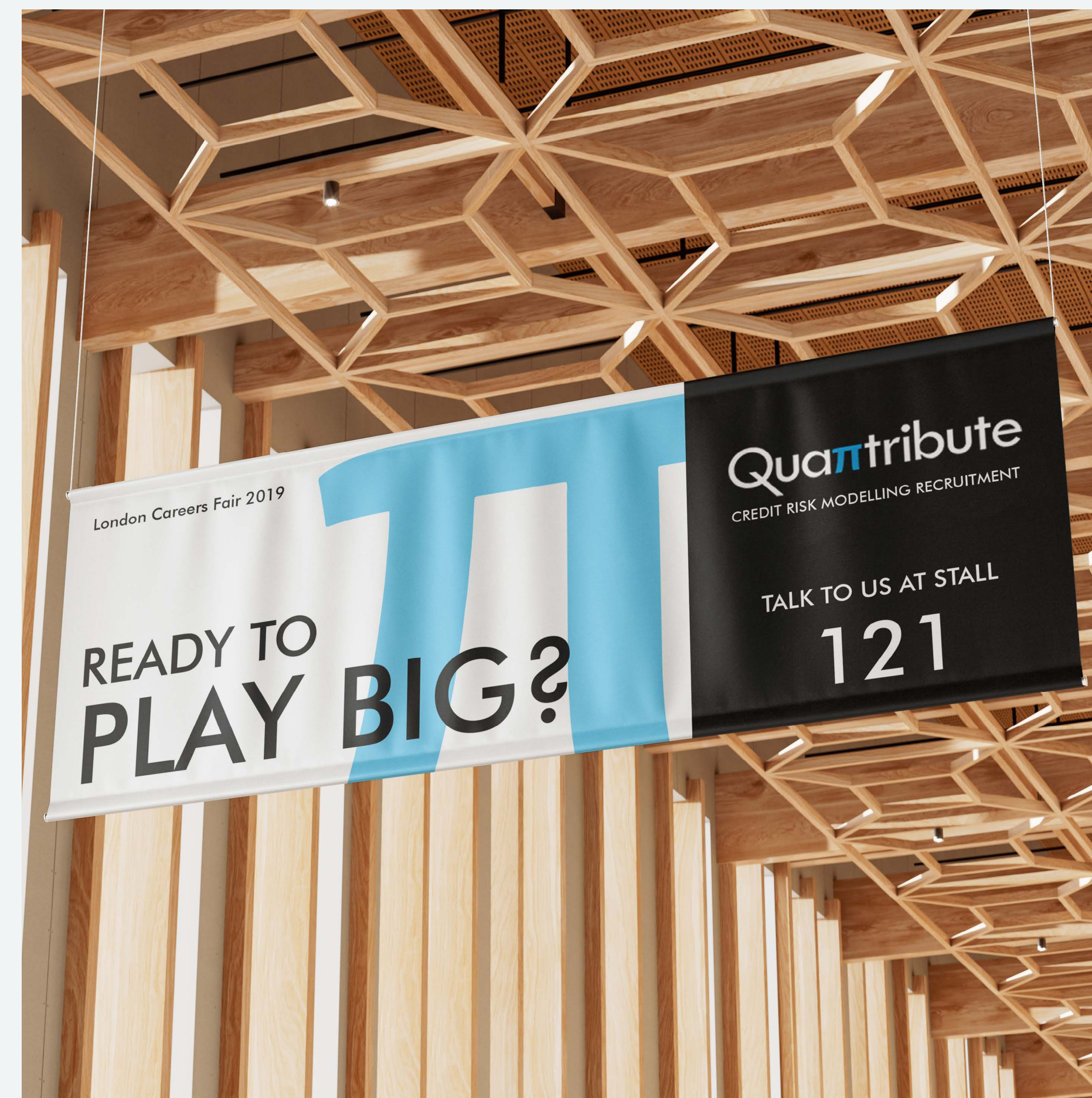
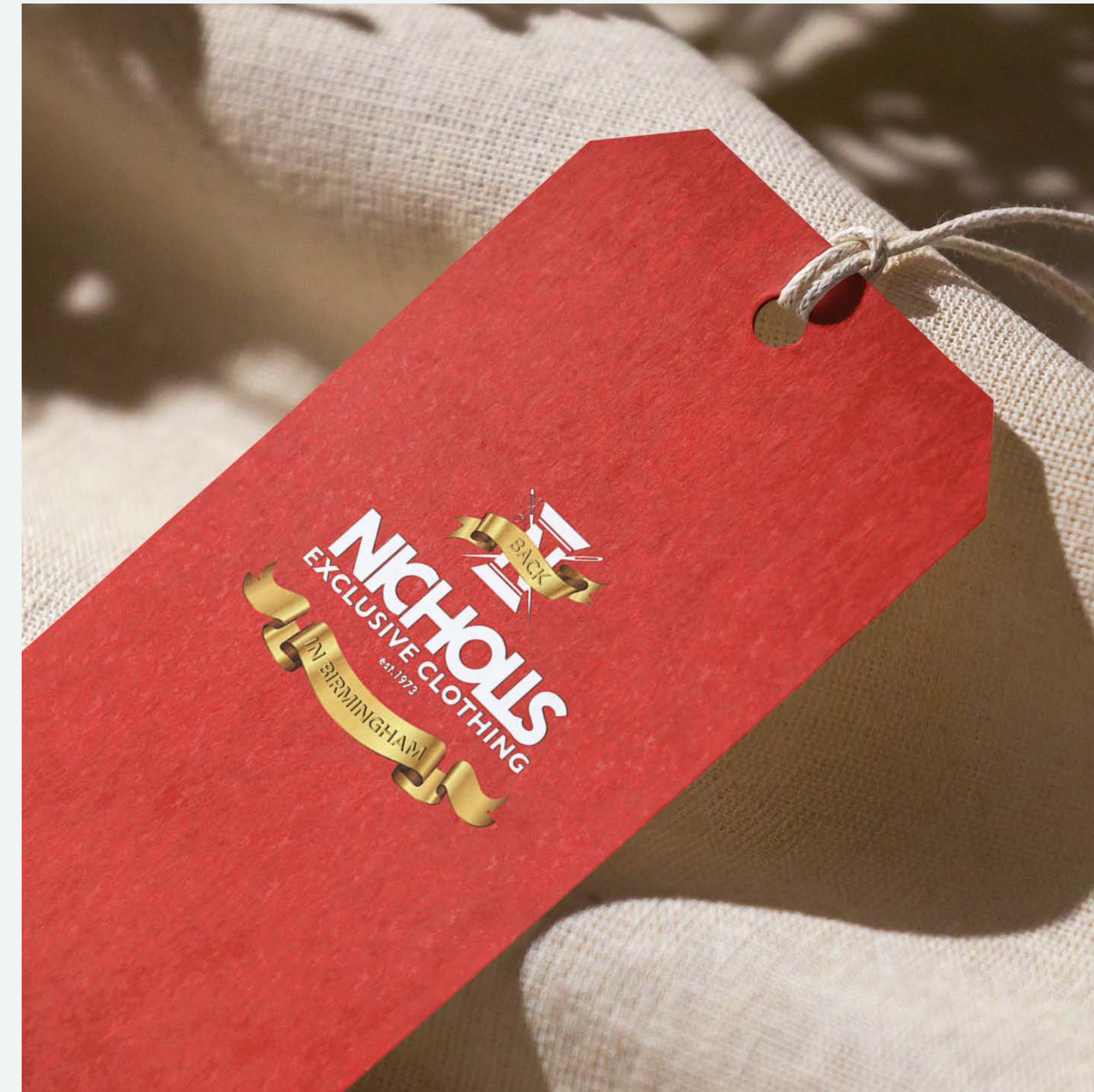
Through Design, Typography, Art

Direction, Animation and others.

Writing with flair

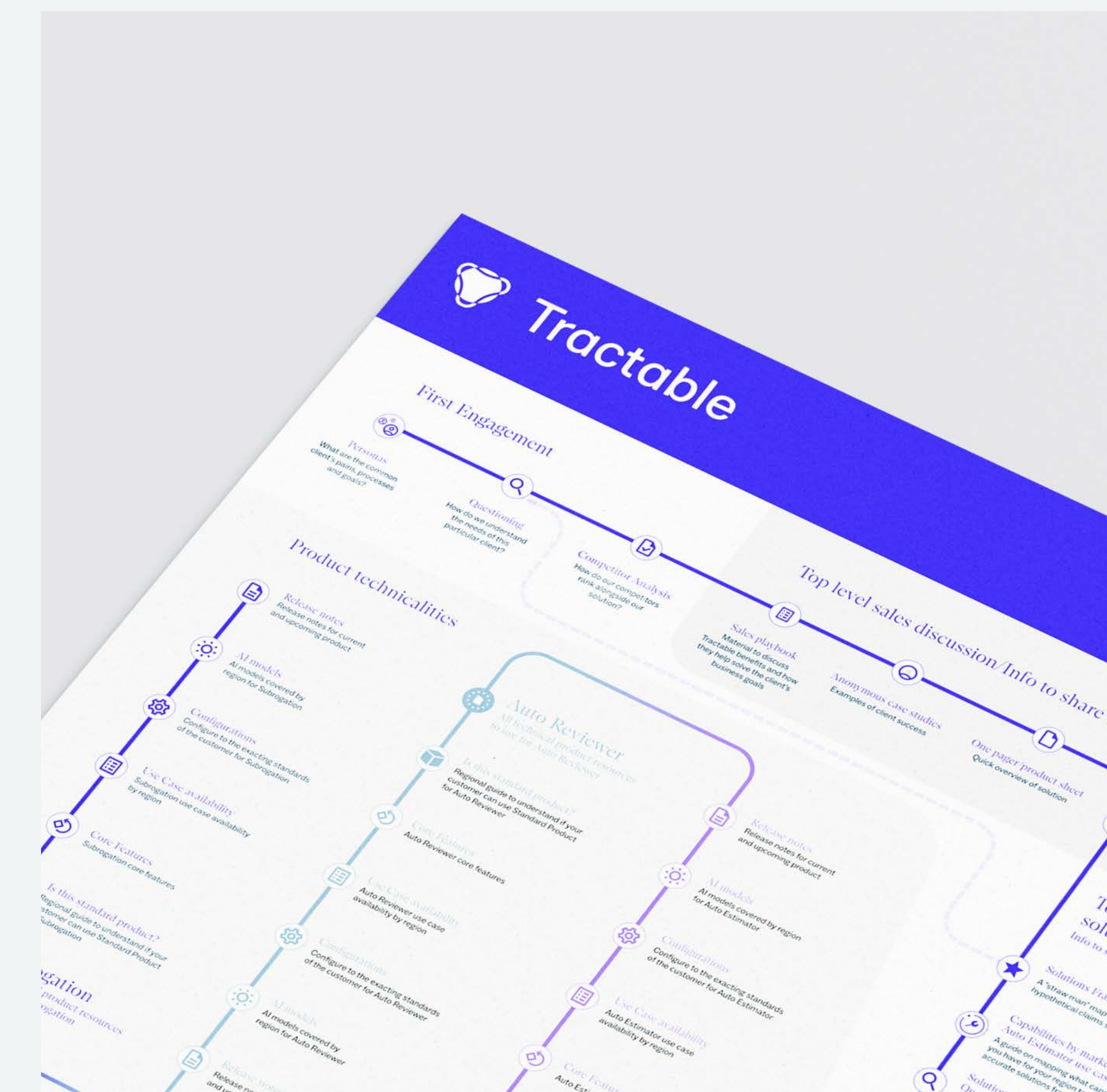
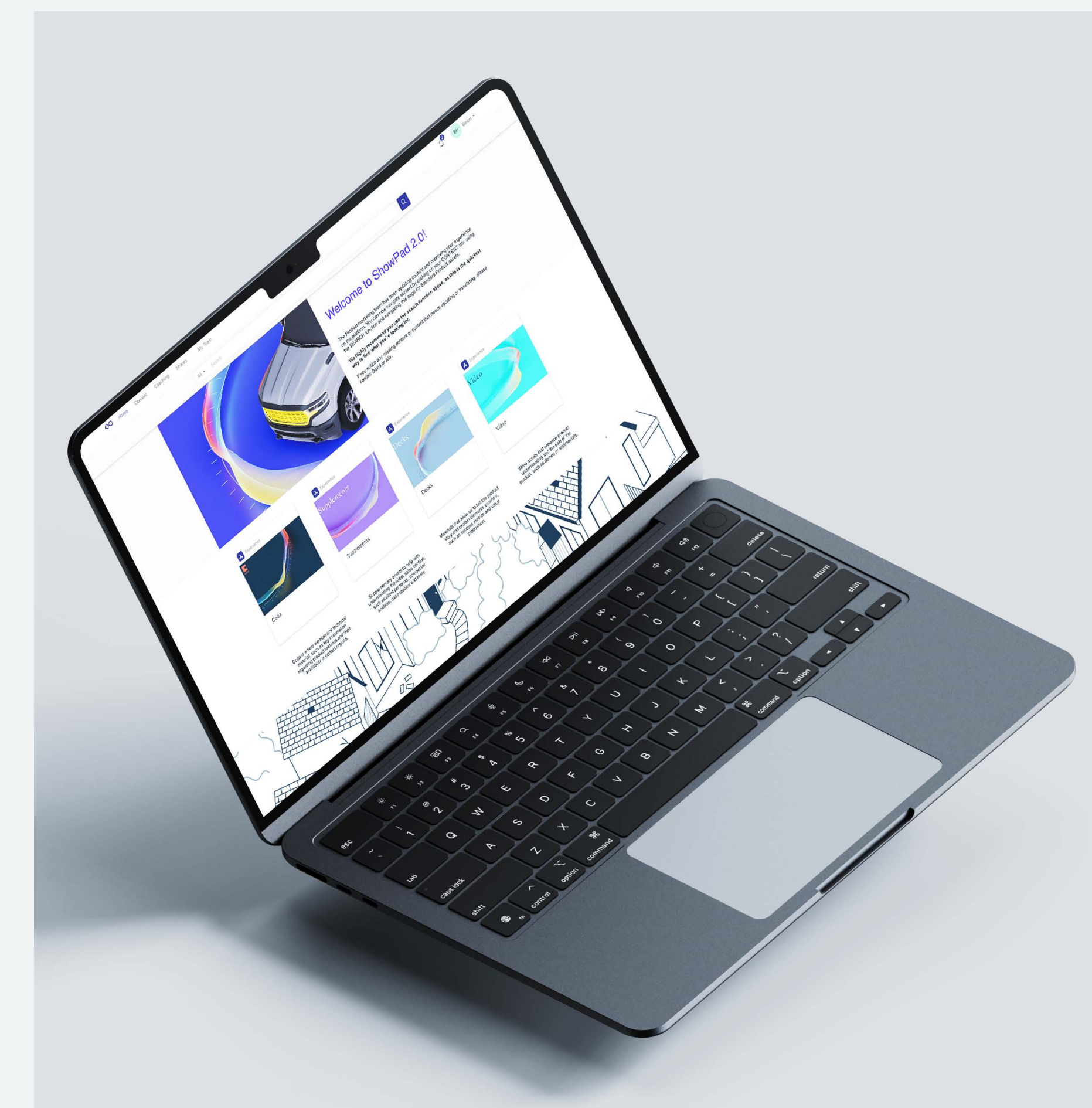
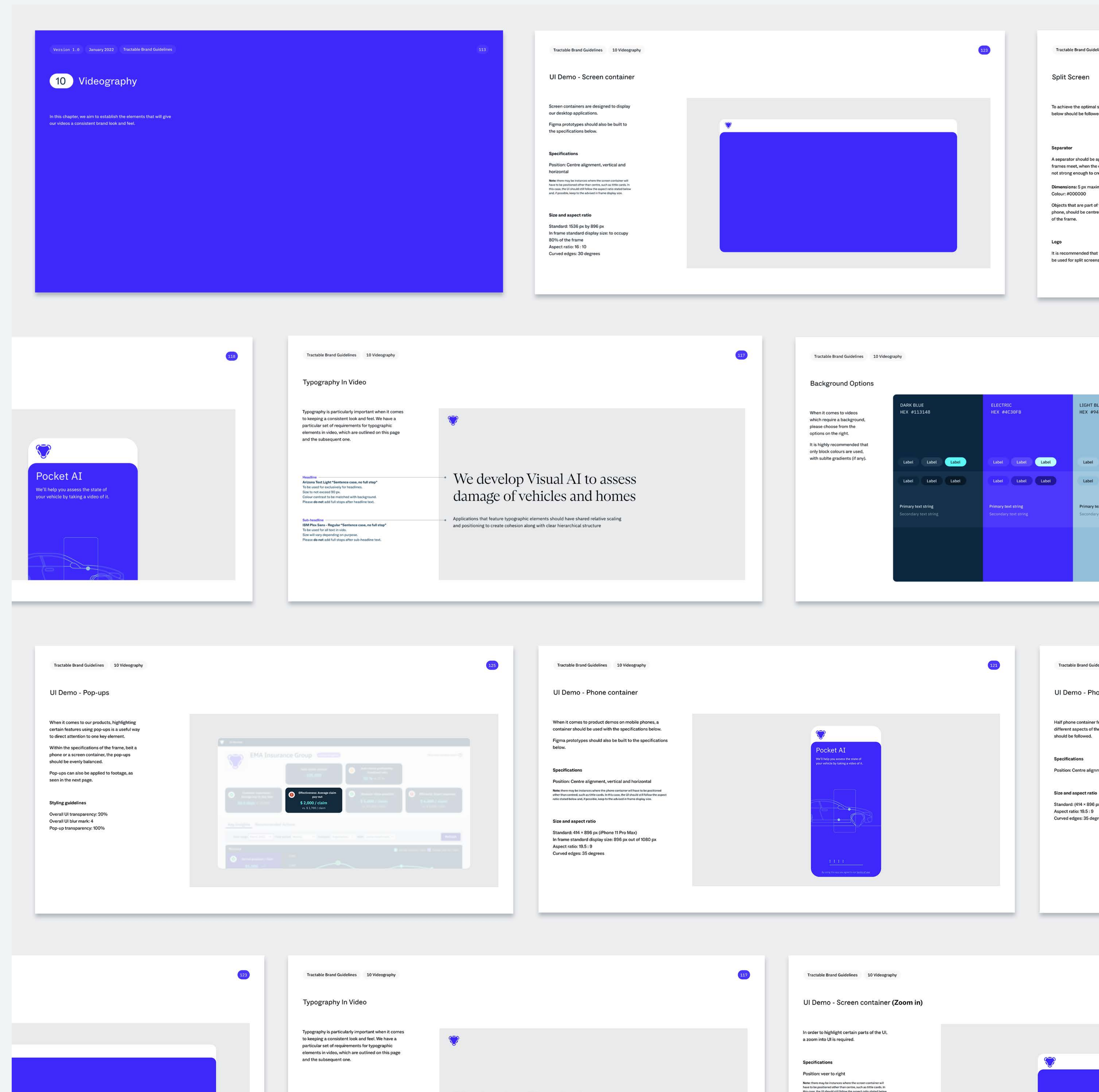
Shani Raja





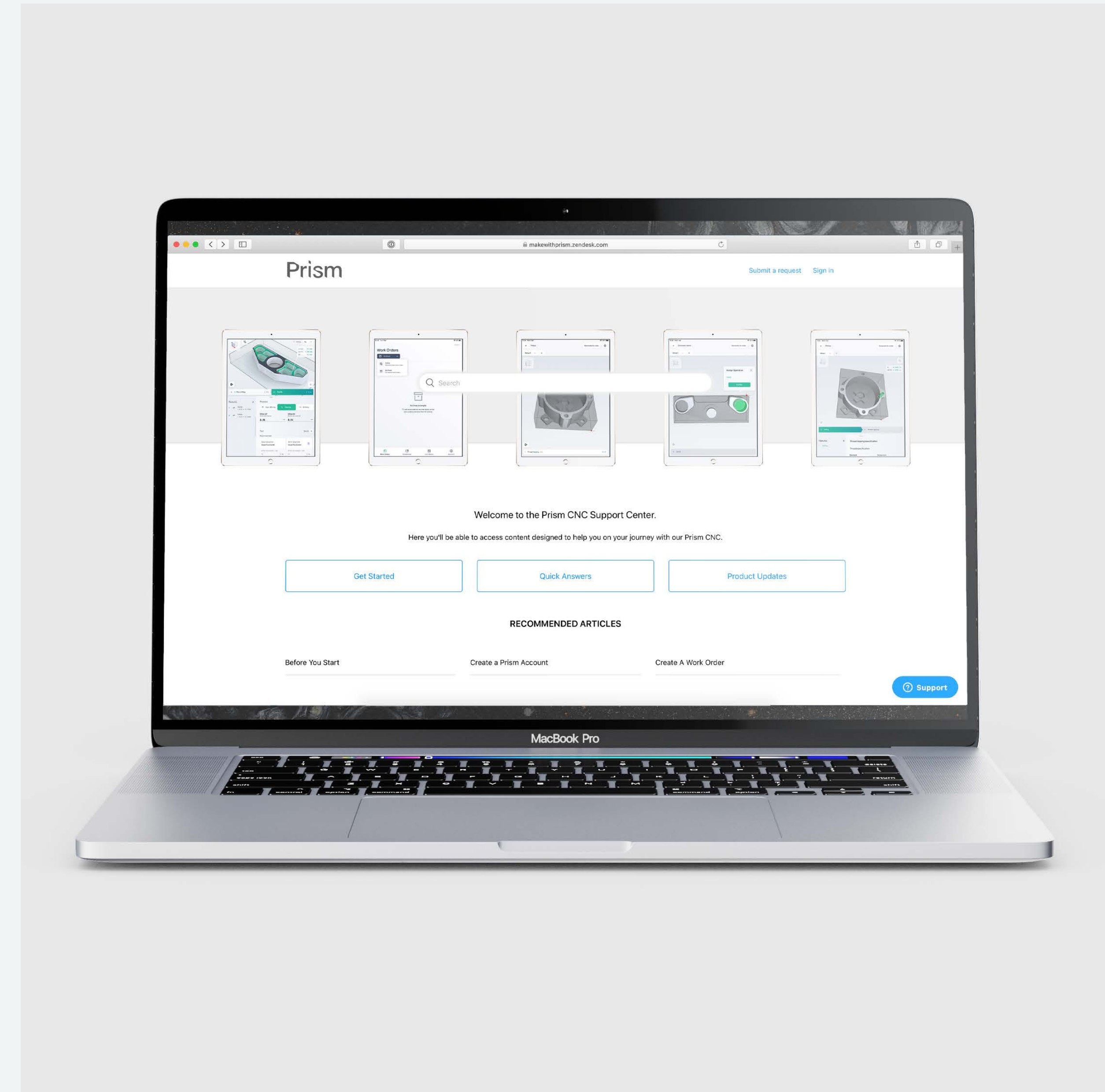
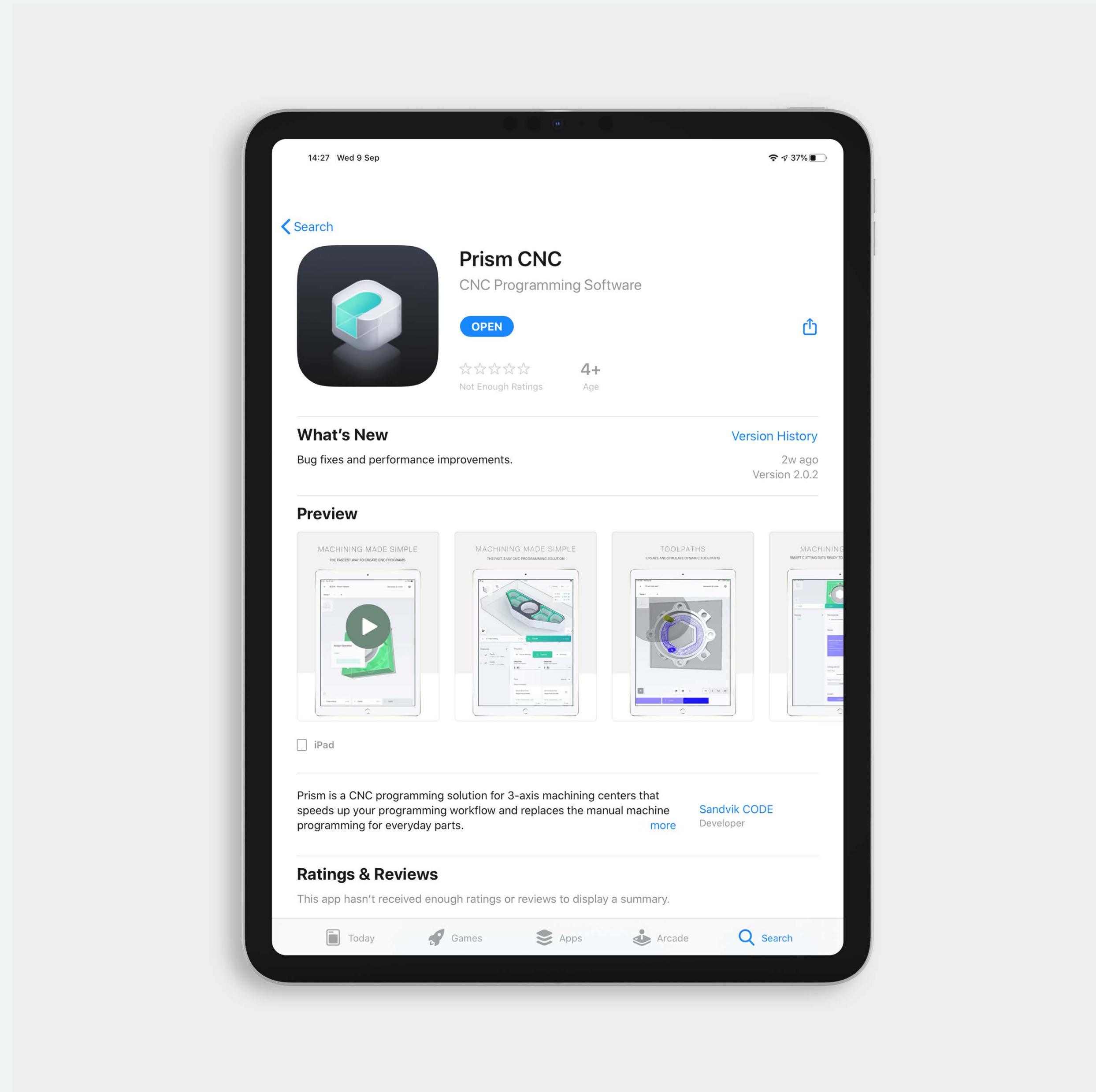
Loizou&Co - Financial Services, 2018 | Nicholls Exclusive Clothing - Made to Measure, 2015 | Baroness Lorely Burt - Politician, 2016 | Mayura Wellbeing - Holistic Therapies, 2023

Quattribute - Recruitment Agency, 2018 | The Activist Shop - E-commerce, 2018 | deBRETAGNE - Fine Art, 2018 | M:Genius - Product, Metrologic Group, 2020



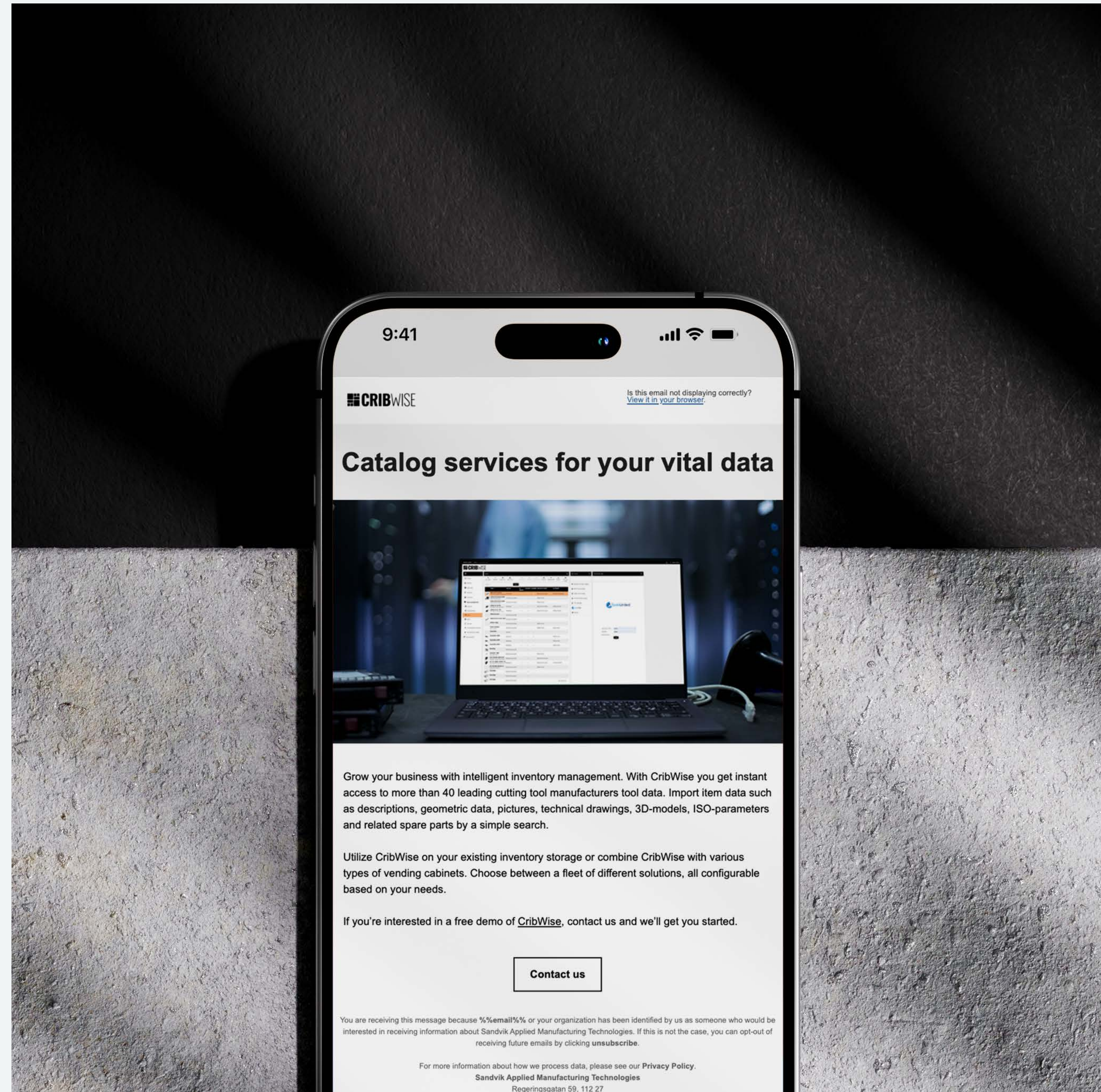
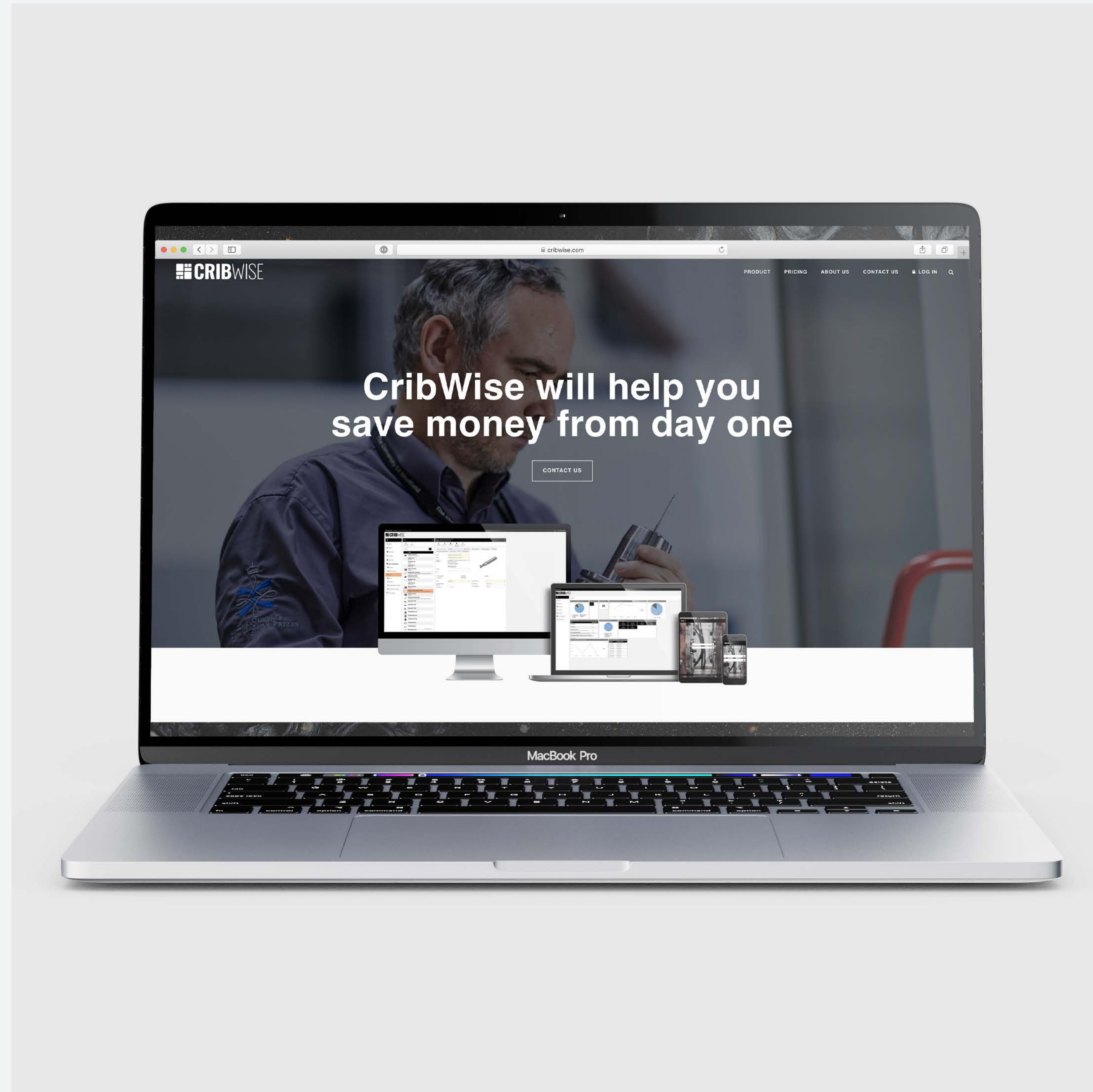
Tractable - New video brand guidelines addition alongside product marketing collateral





PRISM - App Store, email and Zendesk assets creation



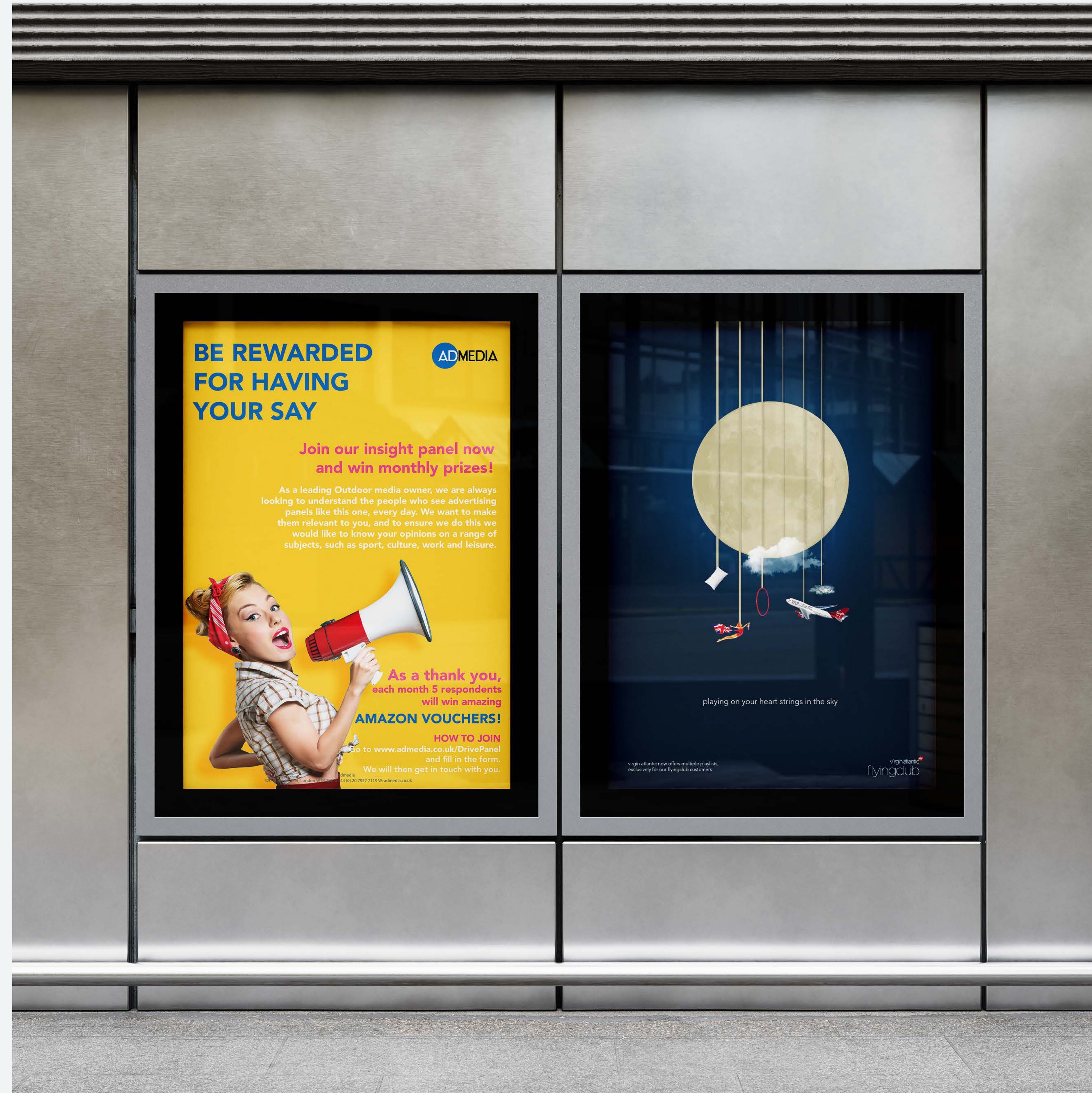


CribWise - Web design and email campaign sample





Adidas - The Original Superstar featuring James Dean, speculative advertising campaign



Admedia - Drive Panel Campaign | Virgin Atlantic, speculative advertising campaign

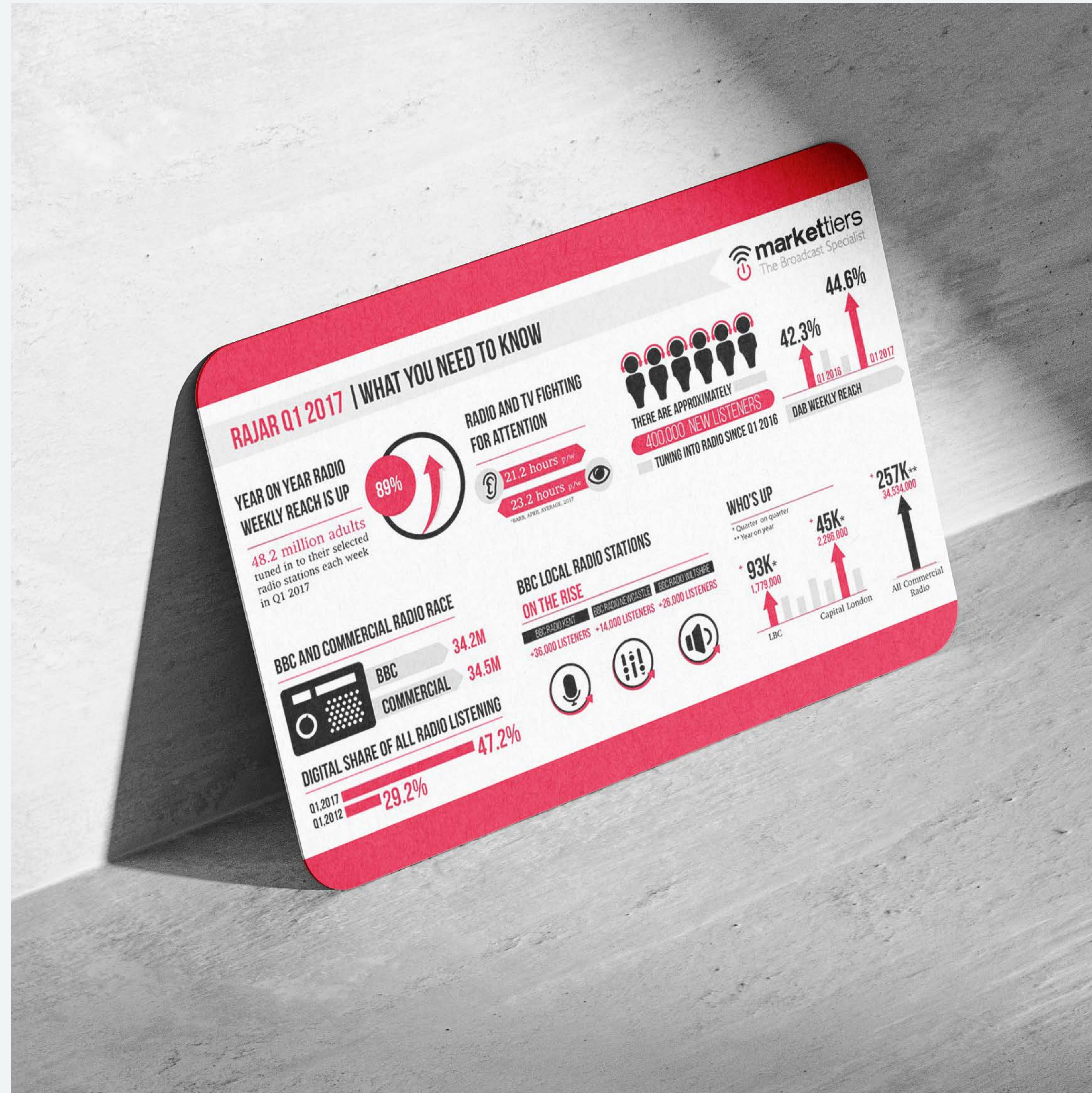


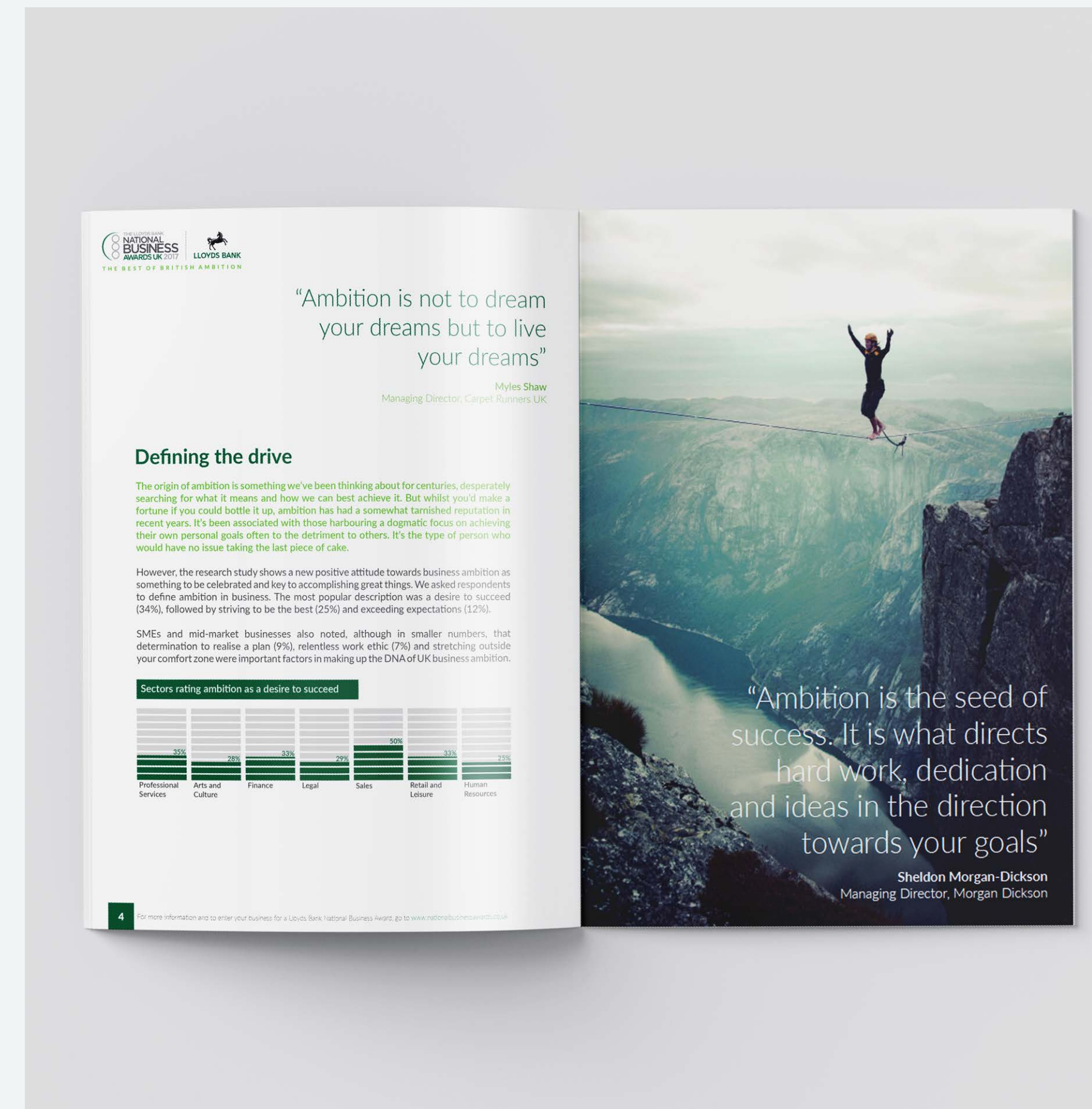


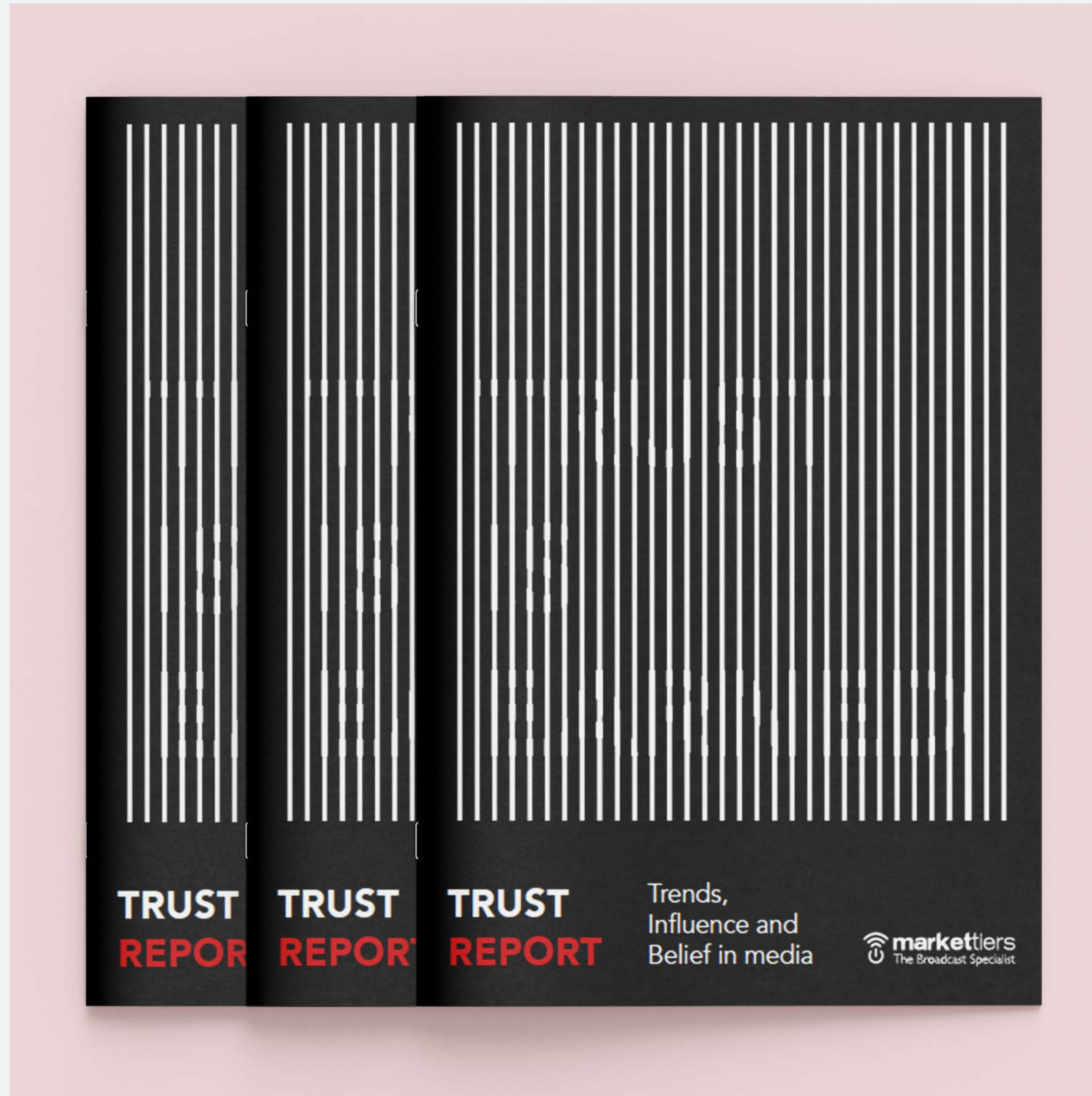
markettiers - The Radio Map, 2018













markettiers - ONWARD Magazine agency and business segment

