



CONTACT



<http://amdigitaldesign.tk/>



amcdowell100@hotmail.com



07592747754

KEY SKILLS

- Motion Graphics
- Video Editing
- Graphic Design
- HTML & CSS

SOFTWARE

- After Effects
- Bridge
- Premiere Pro
- Lightroom
- Photoshop
- Animate
- Illustrator
- Sketch
- Cinema 4D
- InDesign

ALEX MCDOWELL

A versatile and passionate creative who is highly organised and efficient, with a thorough and precise approach to all tasks. Extremely enthusiastic about thriving in the digital industry and have obtained a vast array of skills to enable success. A keen eye for detail and innovation to create engaging and professional film and motion graphics. A motivated and reliable employee who is looking for an opportunity to utilise their abilities and challenge their skills.

EXPERIENCE

GRAVITY - DIGITAL DESIGNER

September 2019 - Present

- Created enticing and visually pleasing motion graphics for social media posts.
- Designed illustrations for brands using Illustrator. These were used on a range of social media platforms.
- Precision when designing statics, banners, and skins. Heavily working in Sketch and Photoshop.
- Worked with brands such as Santander, Sage, Janus Henderson, and Embraer.

NHS - FREELANCE MOTION GRAPHIC DESIGNER

June 2019 - Present

- Commissioned by the NHS to create six motion graphics to raise awareness for improving healthcare services.
- Directly communicated with the client to create a visually cohesive design identity across all videos and clearly convey the desired message.
- Design, illustrated and animated all assets within the videos.
- Allocated own time schedule and strict deadlines to complete all tasks efficiently.

INTERESTS



Travelling



Guitar



Rowing



Arts & Crafts

SOCIAL



Alex McDowell



a_m_digital

REFERENCES

Available upon request.

SOUTHPAW - DIGITAL DESIGNER

Sept 2017 - Sept 2018

- Heavily focused on motion graphics and short films.
- Creating engaging social media content.
- Multi-tasking and efficient time allocation to meet strict deadlines.
- Worked with an array of different digital media platforms and varied work briefs. These included websites, emailers, banners, cinemagraphs, boomerangs and a 360 Video.
- Collaborated with many clients such as Miller, Johnnie Walker, and Gallo and adhered to their brand guidelines.
- Good communication and presentation skills to represent ideas.

EDUCATION

UNIVERSITY OF KENT

2015-2019

First Class BSc (Hons) Multimedia Technology and Design
with a Year in Industry.

Final year project: **75%**

An integrated project comprising of a website and motion graphic.

Awarded the Academic Excellence Scholarship.

Tunbridge Wells Girls Grammar School:

2015-A-Levels: D&T A, Art A, Media Studies A

2013-GCSE's: 10 subjects (A*- B) inc English, Maths, and Science.