

Alex Grant / Graphic Designer / PDF Portfolio



Hello! I'm Alex Grant.

I am a third year BA Hons student studying Graphic Design at The University of Hertfordshire. Throughout my degree I have worked on a range of briefs including branding, web design, user interface design and magazine design. During these briefs I improved upon my team work and communication skills in group assignments, whilst developing my organisation skills and self motivation by working on self innovated projects.

By working on a range of projects this has helped me to gain a deeper understanding of each aspect that is needed for graphic design. This has given me the skills needed to work in this environment including having an in-depth knowledge in areas such as branding, typography, layout adjustment and digital design.

Taking my skills further and having done a vast amount of training in software such as Photoshop, InDesign, Illustrator and Muse, I have improved the quality of my work and my software skills. I have also gained experience in using Dreamweaver and Axure for application prototyping, HTML and CSS.

During my studies, I visited Cambridge Publishing Limited on a two-week placement to learn about how their company functions as a whole, how they put together a working product that suits their clients needs, and to gain knowledge in the digital aspect of the company. This work placement, combined with research, influenced me to help create a business with two friends, a business student and a programming student, to gain the experience of working for real clients. By working together in a professional sense, we created a web design, social media and marketing business. This meant that we were able to work collaboratively as a team, to ensure our work matched our client expectations and outcomes.

CV

Alex Grant
Graphic Designer

Alexandersimongrant@live.co.uk
07714 016640

Exhibitions

2015 Omega Alpha -Hertford College

Software Skills

InDesign
Illustrator
Photoshop
Muse
Axure
Dreamweaver
Sony Vegas Pro
MS Word, Excel and Powerpoint
Knowledge of both PC and Mac

Education and Qualifications

2015-2016 - BA(hons)Graphic Design The University of Hertfordshire

2013-2015 - FDA Graphic Design The University of Hertfordshire

2005-2012 - A-Levels The Knights Templar School

Reference

If you would like a reference please just ask.

Work Experience

Earthware / August - September 2015 / Web & Mobile Design

I had a period of work experience with the user interface team at Earthware. This consisted of shadowing the design team working on client projects, and developing user interface solutions using Axure for the latest digital devices.

CPL / April 2015 / Multi Award Winning Publisher

I spent one week working with CPL to learn about project management and how the company functions as a whole, by having 1 to 1 discussions with the managers of departments and directors. I was then invited to come back for another weeks work experience to join the design team. During this time I was working on a range of creative projects by my self and amongst other designers.

Zynth / January 2015 - Present / Web Design and Marketing

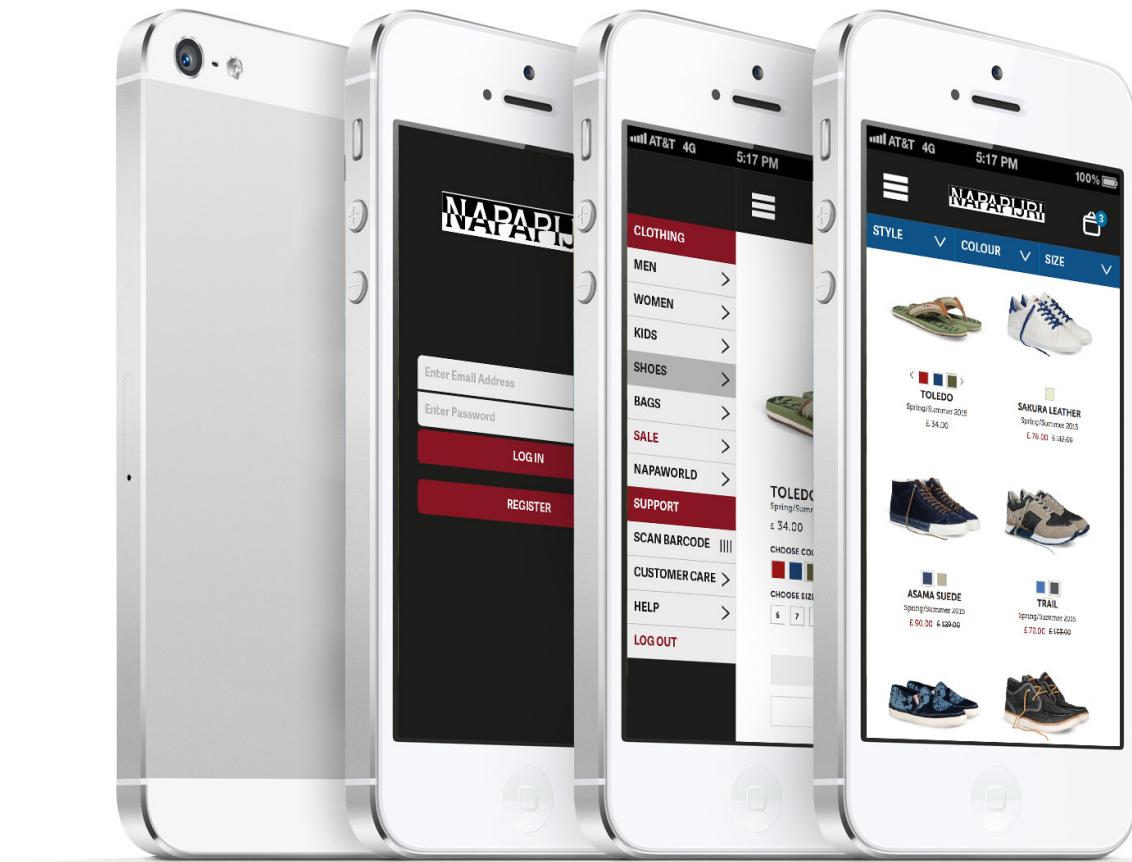
I created a company with two colleagues, one studying business and the other studying programming. My position within the company consisted of creating the brand identity and leading creative projects from clients, which included web design and branding. During these projects I created products with aesthetic as a key component, whilst following strict commercial obligations.

Tesco / November 2011 - Present / Retail

I have been working as part of the RFID team and a Photolab team for 4 years at TESCO whilst in full time education. During my time on the Photolab I developed my communication skills by communicating with customers every day. After a period of time I then moved onto the F&F department to join the RFID team. This role consists of working in a team to measure stock counts for the shop floor and warehouse, by using PDA's and computer systems monitoring radio frequency tags on each item of clothing, and then investigating possible losses and gains in the system.



BBC / A design concept entry for the 2015 D&AD New Blood awards. The initial brief was set by the BBC to increase their brand awareness for the 18 - 24 age range due to a current drop off point. To bridge this gap I decided to create a personalised application that showcases the 6 main categories of the BBC. Users can add TV shows, sports news, radio shows and more to their account, creating more personalised experience.



Napapijri / A mobile application design concept created for a Norwegian clothing brand. After browsing Napapijri's online store, I went to download their mobile application but unfortunately there were not any available. This then lead me onto creating my own design concept for an application that reflects the brands identity, while making mobile shopping more convenient for the user.



My Pet / A mobile application design concept created Pets At Home to develop brand reputation with customers. This has been achieved by creating a social media platform for users to share information about their pets and the products they use. The design consists of a basic mainframe with an account page, search option and picture feed, making the application very minimal and contend driven.

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About Us

Who We Are

Who We Are / Our Goal / Timeline

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Supercharger

The World's Fastest Charging Station

Supercar stations are free connectors that charge Model S in minutes instead of hours. Stations are strategically placed to maximize range and convenience. They are located in conveniently located near restaurants, shopping centers, and gas stations across North America and Europe.

Find **Charge** **Drive On**

Supercar stations are shown in Google Maps on the map of the Supercharger network.

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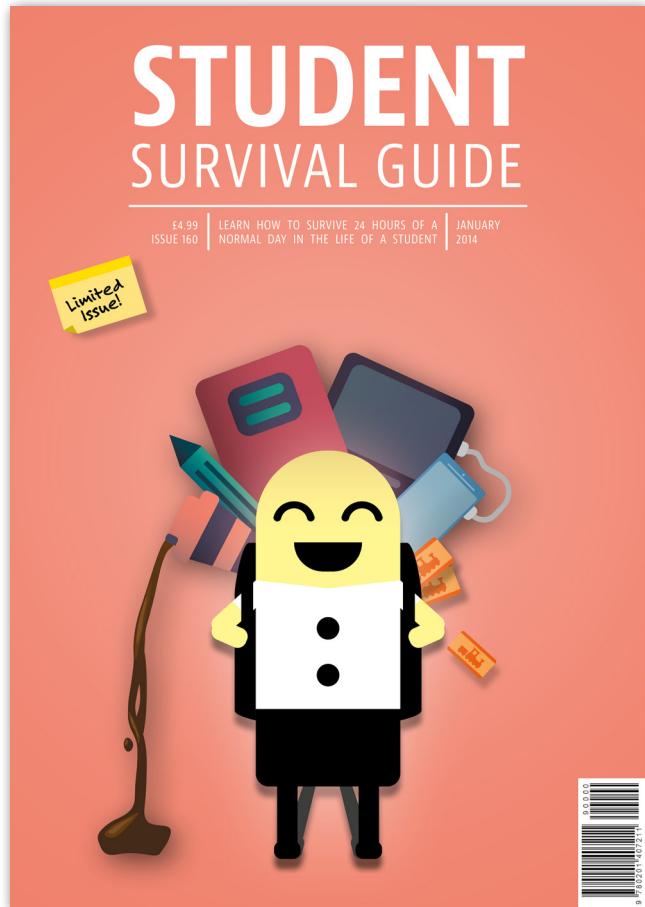
Search

Location

Enter a location

Stores & Galleries Service Centres Superchargers Destination Charging

Tesla / A user interface design concept to help increase Tesla's brand awareness. The UI was designed to focus on communicating effectively with the end user. I achieved this by mapping out the information available to control the user experience, and then followed this up with a neat and simple layout.



24 HOURS

This issue you will teach about how to survive 24 hours as a student.

KEY ITEMS

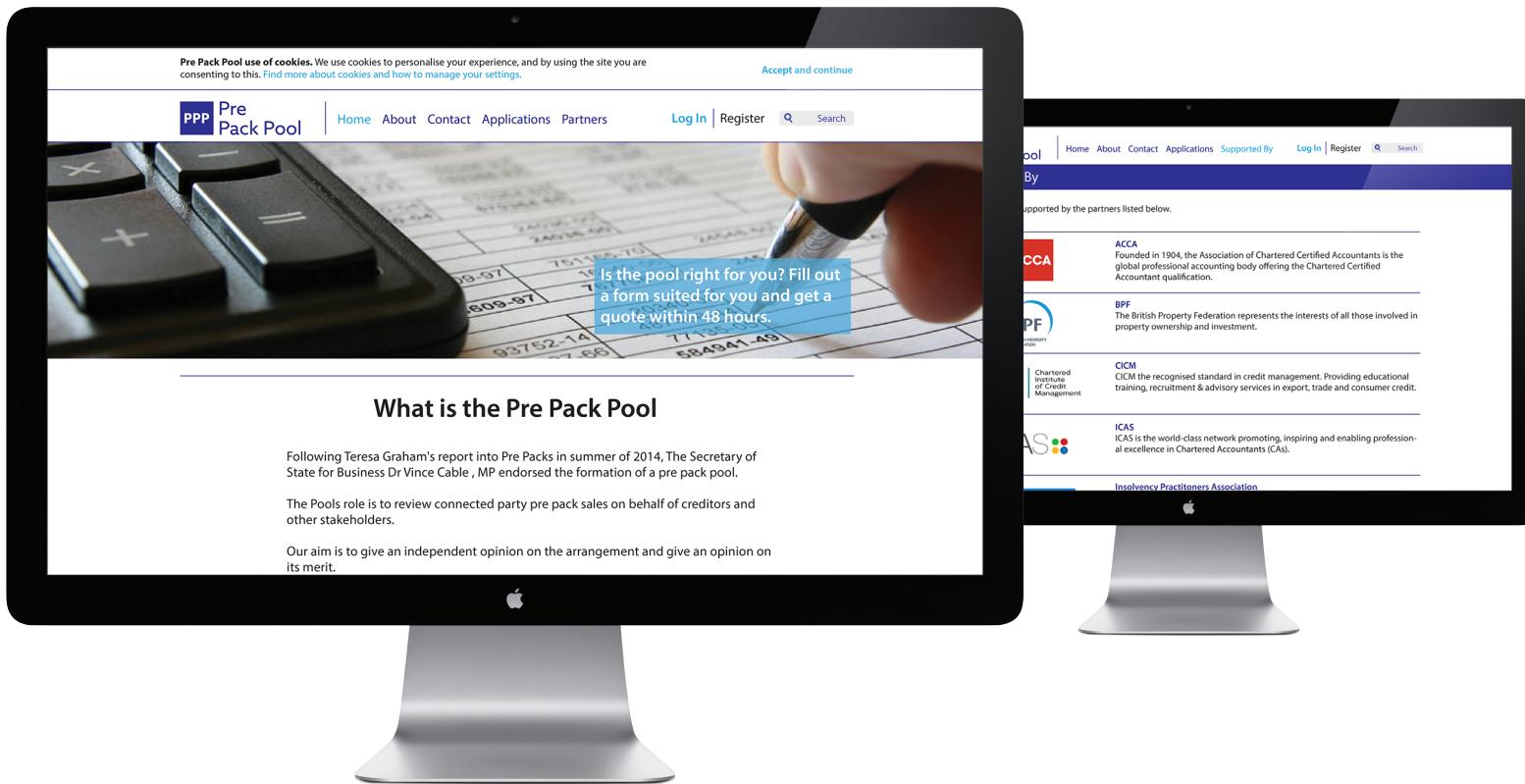
Books Books are the sources of knowledge and information. Read, collect and bring books and class notes. These will help you through your studies.	Pencils Pencils are the primary source to our hands. We must use them to create our master pieces. You can draw or doodle in class without these things so don't forget them.	Pens Pens are great for writing those long winded assignments that you were given. They are the prime tool for taking notes in lectures.	Post It Notes Post it notes are one of the most valuable things a student could have. These will help you stay organized and prompt on your studies.	Coffee Coffee is our energy booster and should not be over used! If you use it too much and need to sleep again. Make sure you take regularly for optimum results.	Tissues Tissues act as a arteries and veins for students traveling for distances. These can take you to even the far away places to help you with your studies.	Phones Phones are great pocket devices for keeping notes, reminders and connecting with your fellow peers. But be careful not to be glued to the device.	Laptops Laptops are great for keeping that last piece of work done on the journey to class! They are also great for keeping your work smart and up to date so this is a must have.
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022 STUDENT GUIDE 023 STUDENT GUIDE

24 Hours / A magazine design concept linked to the term '24 Hours'. This was a set project during my University course. I sparked the idea to make a 'student survival guide', which lead me onto making an illustrative magazine to communicate more effectively with my target audience through gentle humour.



Zynth / A branding concept for my own business that I created with two colleagues. One studying computer science and the other business and marketing. The brand identity was designed to make the company express a more corporate appearance to digital design and marketing and this was driven by defining the brand goals comparing it to the target market and looking into competitors research.



Pre Pack Pool / A government backed institution, which provides consultancy to insolvent businesses. Pre Pack Pool needed a logo design and website which users would log into the website to send a form requesting advice on how to approach insolvency practices. Based on the target audience and the nature of the website, I designed the logo to be smart and corporate, and followed this up with a sleek and easy to navigate website using highlighted headers.



Reef / A unique corporate cleaning agency, which specialises in using environmentally friendly cleaning methods. Zynth pitched the idea of a new website to replace their outdated one. The website was pitched to use imagery not necessary related to cleaning, so the company could be expressed as a more environmental conscious brand.

PUTTING UP the barriers

The quality of safety barriers is an important factor to consider when refurbishing a parking structure. Steve Dunn of Berry systems looks at what's needed

Car Park refurbishments don't just involve improving the decking, lighting and ticket machines. Consideration of safety barriers is another vital ingredient. Even if the basic structure of the car park is sound, safety standards have changed. It's highly likely that the perimeter walls have deteriorated to such an extent that they don't meet the relevant standards, the latest standards for impact resistance.

There have been too many well-publicised cases of perimeters being breached by runaway cars, sometimes with tragic consequences. Or it may just be that, as happened over the years, the perimeter walls have deteriorated.

There are three main areas to consider when refurbishing a perimeter wall at the optimum strength for any project. These are the state of the existing barrier or wall, the height of the wall and the type of deck of the deck. Additionally the proximity of any external structures and the speed limit within the parking area may also affect final specifications.

The first consideration is the state of the barriers on the floor in front of the old wall. A barrier rail mounted on rigid posts will often do the job - albeit a little briefly. But if the wall has tested strength there's a good

chance the floor may be unstable too. Or perhaps the new decking is much thinner. A rigid post will transfer any impact straight to the floor. This could result in significant damage to the floor. A flexible post, such as a spring steel buffer will absorb much of the impact energy. However, these frame-mounted systems can be considered that take up less space as they have a zero footprint on the floor. The latest version of the Berry System 3 is becoming increasingly popular for use on ramps for the same reason. A rigid post will transfer any impact to the floor at an angle to the barrier. This will be at an angle to the barrier. The angle to which the post is mounted and the column behind it. Any impact will be at an angle to the barrier. This will be at an angle to the barrier. The angle to which it is attached.

A larger footprint is required for the posts to define an angle to the post so that the optimum distance from the floor to the top of the post itself. Nonetheless, any additional barrier in front of an existing perimeter will increase the risk of impact and may restrict overall car park capacity. They will also count as a step up point to the ramp. This will increase the risk of impact for use on ramps for the same reason. A rigid post will transfer any impact to the floor at an angle to the barrier. This will be at an angle to the barrier. The angle to which it is attached.

Where column mounted systems, such as frame-mounted systems, are used, flexible perimeter rails can be considered. Flexible internal posts can be fitted if the main structural columns are too close to the perimeter. In this case advice should be sought to ensure that the relevant standards are complied with and the safety of the public is not put at risk for now, but for the life of the refurbishment.

The simplified solution is to renew new barriers on the floor in front of the old wall. However, this will not always be the best option as the job - albeit a little bit extra. If the wall has lost strength there's a good chance the new decking is much thinner. A rigid post will transfer any impact straight to the anchorage and can cause significant damage to the fixings. A flexible post, such as a spring steel post will absorb much of the impact and be much safer to use.

There have been too many well-publicised cases of perimeters being breached by runaway cars, sometimes with tragic consequences

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PUTTING UP the barriers

The quality of safety barriers is an important factor to consider when refurbishing a parking structure. Steve Dunn of Berry systems looks at what's needed

Car Park refurbishments don't just involve improving the decking, lighting and ticket machines. Close attention to the quality of the safety barriers is another vital ingredient. The basic structure of the car park is sound - and that's far from always the case - it's highly likely that the perimeter walls have deteriorated to such an extent that they come nowhere near achieving the intended safety standards.

There have been too many well-publicised cases of perimeters being breached by runaway cars, sometimes with tragic consequences. Or it may just be that, as happened over the years, the perimeter walls have deteriorated. There are three main areas to consider when dealing with the problem at hand. These are the state of the existing barrier or wall, the height of the wall and the type of deck of the deck. Additionally the proximity of any external structures and the speed limit within the parking area may also affect final specifications.

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NOW NAVAL EAST ASIA'S SWEEP FROM CHAMBER COAST

South Korean sea power

Despite reining in, it now has to compete in a more efficient way than ever before. In addition to the US,

By ENDERICK SPENCER

MORE than 10 years ago, South Korea's naval forces were a mix of aging ships and a lack of clear strategic direction. The country's military leaders had to make do with what they had, and the results were often less than impressive.

The situation has changed significantly since then. The South Korean navy now has a modern fleet of ships, including destroyers, frigates, and submarines. It also has a well-trained crew and a clear mission statement: to defend the country's coastlines and protect its maritime interests.

One of the key factors in this transformation is the leadership of Admiral Kim Sung-hwan, who took command of the South Korean navy in 2010. Under his guidance, the navy has focused on modernizing its equipment and improving its training programs. This has led to a significant increase in the quality of the sailors and officers serving in the force.

Another important factor is the political will of the South Korean government to invest in its navy. The country's leaders recognize the importance of having a strong naval presence, both for national security and for economic development. They have provided the necessary resources and support to help the navy achieve its goals.

Today, the South Korean navy is a formidable force, capable of defending the country's coastlines and protecting its maritime interests. It is a testament to the hard work and dedication of the sailors and officers who serve in the force, and a source of pride for the entire nation.

Dakar, boom city

In 10 years' time, capital of Senegal will be one of Africa's most dynamic cities, says David M. Kipen

DAKAR, SENEGAL — The city of Dakar is a place where dreams are born and lost. It is a place where people come from all over the world to seek their fortune. It is a place where the rich and poor live side-by-side, sharing the same streets and the same challenges.

For many years, Dakar has been known as a city of opportunity. It is a place where people can start their own businesses, find work, and build a better life for themselves and their families. But it is also a place where people can lose everything they have worked for.

In recent years, Dakar has experienced rapid growth. The city's population has doubled in size, and its economy has boomed. This has created a new set of challenges for the city, but it has also brought with it new opportunities.

One of the most striking things about Dakar is the way it has changed over time. The city has grown from a small town into a major metropolis, and it has done so while maintaining its unique character and culture. The city's architecture is a mix of traditional and modern styles, and its streets are filled with people from all walks of life.

Despite its successes, Dakar still faces many challenges. The city's infrastructure is outdated, and there are still areas of poverty and inequality. But the people of Dakar are determined to overcome these challenges and continue to build a better future for their city.

DAKAR, SENEGAL



CPL / A publishing agency based in Cambridge, that consists of print and digital clients. I had two weeks work experience here to learn about the functionality of the company and gain a deeper understanding of each individual department. During my time there, I carried out small typography tasks for magazines and newspapers to test my eye for detail.



Photography and videography / A hobby of mine that I have developed in my free time combined with my passion for cars. I purchased a DSLR camera and professional software (Sony Vegas Pro & Photoshop) to get an understanding about the framework, special effects and image manipulation that are required to create professional videos and photos.