



ALESSANDRA PETTIPHER

GRAPHIC DESIGNER

www.alessandradesigns.co.uk
alessandramaria@hotmail.co.uk
07545 633223



Hi, I'm Alessandra

I have over 9 years experience working within B2B and B2C industries in both in-house and design agency roles. A positive designer with a can-do attitude, I am used to working in a fast-paced environment and to tight deadlines. Working efficiently in a team or individually, I strive to push creative boundaries on every project.

Currently, I am working in Oxford as Product & Marketing Graphic Designer for Oodle Car Finance. I'm obsessed with detail and passionate about creating the user journeys for customers. Designing for a wide variety of business sectors within my career has allowed me to further develop my skills and design versatility. In addition to this, hold a deep understanding of customer personas and user journeys.

Design skills

- ✓ Adobe Illustrator
- ✓ Adobe Photoshop
- ✓ Adobe InDesign
- ✓ Sketch
- ✓ Invision
- ✓ Zeplin
- ✓ Microsoft Powerpoint
- ✓ Microsoft Word
- ✓ Wordpress CMS

Design qualifications

University of West London

2008 - 2011 (3 years)

Batchelors Degree in Graphic Design
Grade: 2:1

City of Oxford College

2006 - 2008 (2 years)

National Diploma in Graphic Design
Grade: Distinction, Distinction, Merit

Design experience



Product & Marketing Designer | Oodle Car Finance

April 2019 – present

Originally working in the Marketing team, I designed various material such as event graphics and campaigns. I have since founded an in-house design team for Oodle, where I now design for the wider business, covering product and User Interface design.



Marketing Graphic Designer | Adestra

July 2018 – April 2019

In this position, I led the development of Adestra's rebranding, including the brand guide. I continued to support them with marketing and event collateral design. In addition to this, email marketing design.



Lead Designer & Web Developer | Clear & Creative

November 2012 – July 2018

I began working at Clear & Creative as a freelance Graphic Designer. This led to a permanent position as a Junior Graphic Designer, then onto Lead Designer. I was involved in the entire branding process, creating corporate identities, marketing material, brand strategy and engagement. In addition to this, email marketing, website design and development.



Artworker | Gillman & Soame Photographers

September 2012 – November 2012

At Gillman & Soame, I designed title artwork for school photographs. In addition to this, editing and enhancing photos. The role also consisted of designing various marketing material to advertise events at local Oxfordshire Universities and schools.



Junior Graphic Designer | Rare Form New Media

December 2011 – August 2012

My first step into my career as a Graphic Designer. This position began as Graphic Design internship, which led to a permanent job position as a Junior Designer. My role consisted of designing websites, brand identity and marketing material.



ALESSANDRA PETTIPHER
GRAPHIC DESIGNER

www.alessandradesigns.co.uk
alessandramaria@hotmail.co.uk
07545 633223