Alex Morgan

Creative Director

Contact

Manchester, United Kingdom
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example.com/creative-direction-portfolio

Skills

Creative leadership
Creative direction, Brand systems, Concept presentation, Portfolio storytelling

Delivery
Team feedback, Client reviews, Production coordination, Design quality checks

Summary

Creative director leading brand and campaign work for a small design studio. Turns client briefs into a clear creative direction, supports multidisciplinary teams and maintains quality through review and delivery.

Experience

Creative Director, Example Rowan Studio May 2019 - Present
Manchester, United Kingdom

- Directed the launch identity for a refillable household-products range, building one visual system for packaging, retail displays and short-form video.
- Led four designers and two copywriters, coordinating photography and print partners from concept approval through colour proofs and final artwork.
- Introduced an annotated review template that reduced repeated feedback on approved design decisions across two projects.
- Presented two concept routes to the client, connecting typography, product photography and pack hierarchy to the brief's shelf-legibility requirements.

Senior Designer, Example Rowan Studio Jan 2015 - Apr 2019
Manchester, United Kingdom

- Developed brand concepts and campaign assets with copywriters and account leads.
- Reviewed junior designers' files and documented production specifications before handover.

Graphic Designer, Example Willow Communications Jul 2012 - Dec 2014
Manchester, United Kingdom

- Created print and digital layouts from reviewed briefs and prepared files for production.

Education

BA Graphic Design 2008 - 2012
Example Rivergate Institute

Fictional sample from ResumeGuru. Names, employers and achievements are illustrative.
www.resumeguru.ai/resume-samples/creative-director-resume-sample