

ALEX NEWELL

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SUMMARY

Highly innovative Apparel and Graphic Designer with a proven track record of creating impactful visual solutions and successfully launching a streetwear brand. Expert in end-to-end design processes, from concept development to final styling, with a strong foundation in fine art and digital design tools. Recognised for high-quality performance, strong technical proficiency, clear communication, and collaborative abilities, consistently delivering exceptional results and driving customer satisfaction.

EXPERIENCE

Clothing Designer, V-98, London – Present

- Drove substantial revenue growth and market penetration, achieving over 1,000 sales and cultivating exceptional customer loyalty evidenced by 600+ five-star reviews.
- Spearheaded the conception and successful launch of the streetwear brand 'V-98', demonstrating entrepreneurial insight and comprehensive brand development skills.
- Innovated and produced distinctive apparel prints by seamlessly integrating fine art principles with advanced graphic design techniques, establishing a unique and recognisable brand aesthetic.
- Independently designed, developed, and maintained the brand's e-commerce website, optimising online presence and direct-to-consumer sales channels.
- Directed the complete design lifecycle from initial concept generation and trend research through to meticulous final product styling and successful market launch, ensuring cohesive brand representation.

EDUCATION

Bachelor Of Arts In Fine Art – University Of The Arts London (UAL), London, July 2020

- Cultivated expertise in fine art through participation in curated exhibitions and performative art, developing strong conceptual and practical skills.
- Engaged in collaborative projects, fostering teamwork and interdisciplinary problem-solving abilities within a creative environment.

UAL Foundation Diploma In Art And Design – West Herts College, Watford, July 2017

- Achieved Distinction (A), demonstrating exceptional proficiency in art and design principles.
- Specialised in large-scale and interactive art, gaining hands-on experience in innovative artistic installations.

Diploma Of Higher Education In Art And Design – West Herts College, Watford, July 2016

- Developed comprehensive skills in visual design through practical projects and extensive coursework.
- Enhanced artistic and technical abilities across various design disciplines.

SKILLS

Garment Print Design, Branding & Visual Identity, Trend Research, Digital Illustration, Typography & Layout, Procreate, Print Techniques: Screen-print, Digital & Transfers

TOOLS

Adobe Creative Suite: Photoshop, Illustration, Silhouette Cameo