

Alexi Hall

VISUAL DESIGNER ·
BRAND & UI

SKILLS

Visual & Digital Design

UI design in Figma
Digital design systems & components
Accessibility-aware visual design
Information hierarchy & layout
Iconography & infographics

Brand & Creative Direction

Brand identity systems
Campaign art direction
Packaging & product design
Photo & video direction

Delivery & Collaboration

Cross-functional & agile teams
Developer handoff
Stakeholder management
Production & print oversight

TOOLS

Figma

Photoshop

Illustrator

InDesign

Premiere Pro

After Effects

Lightroom

EDUCATION

BA (Hons) Graphic Arts & Design

Leeds Metropolitan University
First Class · 2008-2012

Foundation Diploma, Art & Design

UCA Canterbury
Merit · 2007-2008

LOCATION

Edinburgh, UK



WEBSITE

alexihall.com



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alex_i_hall@yahoo.com

PROFILE

Creative Lead and visual designer with 12 years' experience building brand-consistent, high-quality visual experiences across digital and physical touchpoints – from app UI and email product design to global packaging and campaign systems. Fluent in Figma and Adobe Creative Suite, with a strong eye for layout, hierarchy and detail, and a track record of taking design work from concept through to production in close collaboration with developers and cross-functional teams. Looking to bring that same rigor to digital product design at scale.

EXPERIENCE

Creative Lead

Aug 2023 – Present

LOAM / H+I Adventures / Mountain Bike United – Outdoor & Adventure Travel, Edinburgh

- Leading UX/UI design for Mountain Bike United, a new tour-booking app – translating brand visual language into interface design and working directly with developers to take screens from concept to build.
- Built LOAM's entire visual identity and digital presence from the ground up – website, social, brand collateral – driving a 400% YoY increase in client enquiries.
- Lead B2B storytelling and content strategy projects for LOAM clients end-to-end, from concept to final delivery – including social activation for Fort William Mountain Festival (+95% Facebook reach, +29% ticket sales) and video/photo production for brand launches like Ghost's E-Riot campaign.
- Brand guardian for H+I Adventures – rolled out the new brand across all touchpoints from day one, then held every asset to a strict visual and tone-of-voice standard, driving a 170% YoY increase in engaged sessions.
- Redesigned email/newsletter templates end-to-end (layout, hierarchy, component reuse), driving a 380% YoY increase in email-driven engaged sessions.
- Conceived and produced GTM launch content for new H+I Adventures products, including Mountains and Myths in Northern Greece – now the company's fastest-selling tour.

Graphic Designer & Content Coordinator

Apr 2018 – May 2023

Lazer – Cycling Helmet Brand, Brussels

- Authored Lazer's first brand book and formal content strategy, establishing visual standards used company-wide.
- Led concept-to-production redesign of Lazer's global packaging system – concept, prototyping, user testing, manufacture – reducing material use and improving the unboxing experience.
- Directed international photo and video shoots for campaign and product launches.

Graphic Designer, International Assignment

Nov 2016 – Apr 2018

Dyson – Paris

- Designed multi-language, production-ready campaign assets for international rollout, contributing to 19% YoY regional growth.
- Worked cross-functionally with regional marketing teams to maintain brand standards across markets.

Artworker

Jul 2014 – Nov 2016

Dyson – Malmesbury

- Produced production-ready assets across print, online and retail channels to tight brand and technical specifications.