



ALEC FOX

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Experience

Creative Director

Modus

Mar 2010 - Nov 2016

Joined the team at Modus as a Senior Designer, being promoted to Creative Director in 2013. Creativity, innovation and a deep understanding of traditional, digital and social channels delivering highly effective marketing and advertising campaigns which qualify, engage, nurture and drive sales. Working with some of the world's most valued brands including IBM, RSA, Sophos, FireEye, BMW, Toyota and P&O Cruises.

Freelance Designer

July 2008 - Mar 2010

Freelancing for a number of agency and SMB clients including several start ups. Working on a wide variety of projects from branding and logo design through to packaging and websites. Highly motivated and organised, drawing on years of agency experience to run and manage my own business.

Personal Statement

Highly creative and multi-talented Graphic Designer with extensive experience across both print and digital media. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Skilled in client and supplier relations. Passionate and inventive creator of innovative designs and campaigns. Accustomed to performing in deadline driven environments with an emphasis on working within budgetary requirements.

Head of Design

The Point

Aug 2005 - Jul 2008

Manage and co-ordinate design projects from concept through to completion. Direct photographers on product shoots for key strategic projects. Collaborate with clients to create vision, conceive designs and consistently meet deadlines and requirements. Effectively build, motivate and direct design and production teams. Co-ordinate freelance designers, suppliers and printers to meet all project requirements. Manage all operational, staffing and administrative functions of the design studio.

Senior Designer

DDI Adworks

Jun 2004 - Aug 2005

Worked as part of a highly motivated and creative design team. Successfully translated briefs into effective designs for packaging, promotional and sales collateral. Presented new design concepts for client appraisal. Passionate and inventive creator of innovative marketing campaigns and packaging solutions. Adeptly coordinated photographers, food stylists and talent for photoshoots. Trained junior staff members in technical and creative aspects of graphic design.

Education and qualifications

Cork Institute of Technology

Diploma in Print Media Comms

Sep 1995 - May 1998

Design Centre Enmore

Certificate in Basic Web Design

Oct 2008 - Nov 2008

Designer

Swan Design

Jan 2001 - Apr 2002

Mar 2003 - May 2004

Created new design themes for marketing and sales material. Collaborated with studio team to design and produce artwork for packaging and promotional collateral. Worked closely with Creative Director to create and prepare concepts for client presentation. Created concepts to pitch for lucrative new client contracts.

References

Tony Talifero, formerly of Modus

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Paul Garufi, formerly of ThePoint

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Kieran Mahon, formerly of Swan Design

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