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Hello. My name is Mohammed Ali and I am a Senior Designer based in London.

Over the last 15 years, I've had the opportunity to work across several high profile projects and campaigns for brands such as the BBC, ITV, Samsung and Netflix.

As an experienced and versatile designer, I understand the importance of maintaining brand consistency and enjoy pushing myself creatively within the boundaries.

Experience



Senior Brand Designer 2021 - Present

My responsibilities include taking lead on all areas of design and generating impactful marketing campaigns to build brand awareness and drive growth.



Senior Designer 2019 - 2021

At Travelx my role included leading the design for digital displays both domestically and internationally, as well as overseeing all print and interface creative.



Motion Graphic Designer 2016 - 2019

I was responsible for creating motion graphic explainers, developing templates, and designing brands for special programmes on ITV News.



Assistant Creative Producer 2013 - 2016

At Al Jazeera I was involved in creating graphics for daily news and programmes, ensuring all content produced fell within set guidelines and in house-style.



Motion & Graphic Designer 2011 - 2013

Working as a core member of a small team, I had the opportunity to get involved in the wider process of commercial design production at Play Studio.

Education



Business Management 2008

My studies in business management helps to ground my approach by focusing on the target market and business needs throughout the creative process.