



Alex Melville

Creative Director & Head of Design

Location

East Sussex, UK

Portfolio

alexmerville.uk

Mobile

+44 07939 292 738

Email

hi@alexmerville.uk

I spent seven years deliberately refusing to specialise. Brand one month, product the next, campaign the month after, because I believe the best creative leaders are adaptive specialists by design.

Fifteen years in, the thing I protect hardest isn't a look, it's a team's ability to take risks without asking permission first. I'd rather build a studio that's agile and a little strange, than one that's too careful and forgettable.

Experience

giffgaff 2023-Present

Head of Design ('24-Present) / Design Lead ('23-'24)

- Architected the adoption of smarter production tools that have scaled creative output, and **cut go-to-market time from 127 hours to 5.**
- Led multidisciplinary design teams across brand, product, and marketing.
- Partnered with performance marketing, insights, and product data teams to embed customer research earlier in the creative process, optimising multi-channel brand campaign performance for a **14% increase in brand engagement** & conversion.
- Pioneered and **deployed AI-driven workflows** across the newly formed internal Creative Studio, expanding output capacity beyond headcount, and freeing up 60 hours per week for actual craft and creative storytelling.
- **Built and led a 7-person internal Creative Studio**, establishing a culture of innovation, collaboration, critical thought, storytelling, and joy.

Freelance 2016-2023

Creative Director / Design Director / Art Director

Led projects across brand, product, campaign, and creative strategies for global networks, energizing internal teams and delivering effectiveness-driven work at AKQA, AMV BBDO, Bright Spark, Droga5, Grey, Havas Helia, Leagas Delaney, Neverland, Poke, Possible, Publicis, The Online Studio, Wieden+Kennedy, and Wolff Olins.

Experience

- Won new business at pitch stage for AKQA, repeatedly brought in to lead digital design direction on high-stakes pitches for Olympic Committee, BP, Sony, Uber, and Netflix.
- Directed and overhauled the complete ecommerce customer journey for Blu at Leagas Delaney, alongside a brand refresh launch.
- Won new business at pitch stage for Bright Spark, directing conceptual creative pitch work that secured Hiscox and Arlo as clients.
- Designed cross-platform advertising campaigns for Grey, AMV BBDO, Poke, and Possible, spanning digital channels, experience design, and paid and performance media.
- Art directed brand and campaign identities for Publicis, Wolff Olins, and The Online Studio spanning digital, social, and print.
- Directed campaign activations across digital experiences at Havas Helia, Wieden + Kennedy, and Droga5.
- Art-directed a full typographic design system for giffgaff’s ‘Up to Good’ campaign at Neverland—the seed of design thinking that giffgaff sought, asking me to join them in their in-house brand team.

See my work at alexmelville.uk

999 Design 2015-2016
Senior Designer

- Delivered high-impact brand and campaign architecture for global clients including Bloomberg, Financial Times, YouView, and the London School of Economics.
- Award recognition: Received the ‘**Design Effectiveness Award**’ for ‘**Best Use of Data**’ for key creative work delivered to the Financial Times.

NKD 2010-2015
Lead Creative (‘14-‘15) / Mid Creative (‘12-‘14) / Junior Creative (‘10-‘12)

- Oversaw creative delivery and mentored a team of 4 designers, promoting rapidly through strong technical proficiency and execution.
- Developed core motion, digital, and technical skills early in career, laying the foundations for cross-platform creative leadership.

Education

Mini MBA for Designers – Future London Academy (2025)
BA Graphic Design – Middlesex University (2007-2010)

Skillsets

Leadership & strategy	Creative execution	Technical & innovation
▪ Design leadership ▪ Creative operations ▪ Creative change management ▪ Commercial strategy	▪ Creative & art direction ▪ Design systems ▪ Brand-to-product orchestration ▪ Brand performance design	▪ Generative AI workflows ▪ Motion design ▪ Interface & experience ▪ 3D & AR environments