



Alex Melville

Design & Creative Director

Location

Hellingly, East Sussex, UK

Website

alexmerville.uk

Mobile

+44 (0)7939 292 738

Email

hi@alexmerville.uk

15+ years experience building high performing cross-functional creative teams, scalable brand-product design systems, and AI-accelerated workflows that transform creative teams into strategic growth engines.

My approach to creative thinking comes from continuous exposure to culture, and a curiosity to never stop discovering. Some creative directors pick a style and stay there, I prefer to be adaptable, shaping creative that's as effective as possible.

Experience

giffgaff 2023-Present

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

- Architected a unified brand and product design system that scaled creative output, accelerated campaign development by over **2,400%**, reducing go-to-market time from 127 hours to just 5.
- Led multidisciplinary design teams across brand and product.
- Brought design thinking into the conversation across all departments, as a valuable skill that has brought operational improvements across all teams.
- Partnered with performance marketing, insights, and product data teams to jump-start customer research, optimised multi-channel brand campaign performance resulting in a **14% increase** in brand engagement & conversion.
- Pioneered and deployed proprietary AI-driven workflows across the newly formed internal design studio, expanding creative output capability beyond standard headcount and freeing up **60 hours** per week for actual craft and creative storytelling.
- Collaborated with senior leadership to ensure my creative ops strategy was tightly aligned with business goals, and drove measurable business improvement.
- Directly managed 6 designers, and led a cross functional team of 16 designers across product and marketing, establishing a culture of innovation, collaboration, critical thought, storytelling, and joy.

Experience

Freelance 2016-Present
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, YunoJuno

- AKQA: Brought in continuously to spearhead digital design direction for high-stakes pitches, securing work for the Olympic Committee, BP, Sony, Uber, and Netflix.
- Bright Spark: Directed multiple pitches, resulting in major client wins for Hiscox and Arlo.
- Grey / AMV BBDO / Poke / Publicis: Executed bespoke digital channel strategies, cross-platform experiences, and paid media activations.
- Neverland: Led the art direction of a highly adaptable typographic design system for giffgaff's 'Up to Good' campaign.
- Wieden + Kennedy: Brought complex campaign activations to life across branded moments spanning social, paid media, and web ecosystems.

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