

Alan Fewings

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Professional Profile

Experienced and versatile Graphic Designer with 25 years of cross-sector experience spanning digital, print, branding and instructional design. Adept at creating visually compelling, user-focused content that drives engagement and ensures brand consistency across platforms

Proven ability to deliver impactful design solutions across education, healthcare and retail sectors. I combine strong creative skills with technical know-how and a collaborative mindset, looking for my next challenge.

Highly skilled in Adobe Creative Suite, with a sharp eye for detail, layout, and typography. Passionate about designing clear, accessible visuals that resonate with diverse audiences, from infographics and digital reports to event materials and social content.

Core Skills

Branding & Visual Identity

- Brand systems and identity development
- Consistency across print and digital assets
- Strong typographic and layout sensibility.

Creative Design & Production

- Design software:
- Adobe Creative Cloud (Illustrator, InDesign, Photoshop, XD, Premiere Pro)
- Affinity (Designer, Photo, Publisher)
- Figma, Canva
- Microsoft (Word, Excel, Powerpoint, Sharepoint).

Digital & Print Design

- Infographics, impact reports, social media graphics, digital publications
- Web assets (banners, icons, event visuals), basic HTML/CSS
- Design for print: brochures, flyers, event materials
- Digital content: e-learning assets, presentations, interactive PDFs
- WordPress content editing & visual updates.

Professional Experience

Software Trainer & Content Designer

Essex Partnership NHS Foundation Trust | Oct 2023 – current

Created engaging, multi-format learning materials for healthcare professionals, applying user-focused design across digital and print platforms.

- Developed branded e-learning content, user guides, and training decks
- Designed quick-reference guides and infographics to support key workflows
- Ensured visual cohesion and accessibility across all materials
- Maintained internal knowledge base and digital learning resources.

Customer Experience & Stock Control

Halfords | Mar 2017 – Sep 2023

Customer-focused role within the retail sector with responsibilities across stock management, customer training on product knowledge, and process improvement.

- Supported learning through customer guidance and staff knowledge sharing
- Managed stock control operations and resolved customer queries efficiently.

Graphic Designer

Beanstalk Marketing | Feb 2016 – Oct 2016

Produced visual assets for integrated marketing campaigns including email, web, and print.

- Designed campaign visuals, icons, and digital publications
- Ensured visual brand consistency across all channels
- Created materials for both B2B audiences.

Designer & Project Manager

Pearson Education | Aug 2003 – Sep 2014

Led the design and production of educational and marketing materials, ensuring alignment with brand identity and accessibility standards.

- Created brochures, presentations, exam content, and infographics
- Managed print and digital workflows under tight deadlines
- Applied brand guidelines across diverse formats and stakeholder groups.

Earlier Roles

- HR Administrator | Edexcel (now Pearson Education) | 2002 – 2003
- Trading Officer | Shelter | 2001 – 2002
- Airtime Sales Executive | Granada Enterprises | 2000 – 2001
- Direct Marketing Account Executive | Response Analysis and Mailing | 1999 – 2000

Education

BSc (Hons) Communication & Cultural Studies (2:1); London Metropolitan University

A-Levels: Communication Studies, Theatre Studies, Politics

GCSEs incl. English, Maths, Science, Art, French

Interests

Visual storytelling, football, digital learning trends, cultural history, quizzes

References

Available on request.