

PROFILE

Hello, I'm Arlo (yes, like the dinosaur!) I am a fun, exciting, and playful creative that strives to create change and have an impact in ways that turn heads and disrupt the market. My ideas and imagination are limitless, I don't think outside the box because for me, there was never any box.

EMPLOYMENT

Pro:Direct Sport

May 2019 - Present

Junior Graphic Designer

During this role I am responsible for coming up with creative concepts and directing the video/photography teams into completing the concept ready for launches. I also work on creating lockups for in-house brands.

Marks & Spencer

Nov 2015 - Dec 2018

Sales Assistant / Operations

Throughout this role I opened and closed the store, directed other members of the team and dealt with customer issues. I repeatedly completed tasks to a high standard even when under pressure.

Tiverton Hotel

May 2014 - Nov 2015

Waitress

This role enhanced my communication skills by dealing with a diverse range of customers and other members of the team.

References available upon request

CONTACT

Arlo West
07817650734

arlo-west@outlook.com
arlo-west.com

EXPERIENCE

Splodge

September 2019 - Present

Side Hustle

Created a screen printed clothing and apparel brand that focusses on LGBT+ individuals. I create the branding, artwork, and social media posts. As well as this I screen print all the products at home on my kitchen table!

Boost

November 2019

Freelance Project

Working alongside the owner to create labels for their products. Additionally, I am designing a sub-brand of Boost.

D&AD New Blood Academy

July 2018

Design Academy

Undertook a variety of workshops and worked alongside the creative directors of WPP agencies (Design Bridge, Landor, Geometry). Completed a live brief with Jack Morton which branded a Google event.

AB Creative

April 2018

Work Experience

Working with the design team to create initial identities for clients, as well as working with the video media team to help make promotional content.

AGE UK

May 2016 - Sept 2016

Volunteer Campaign

Created a series of advertising posters helping the client to gain more volunteers to join and enhance their charity.



EDUCATION

University of Plymouth

BA (Hons) Graphic Communication with Typography

September 2018 - May 2019

Final Grade - 2:1

Exeter School of Art

FdA Graphic Communication

September 2016 - May 2018

Final Grade - 2:1

Exeter College

A-Levels

2014 - 2016

| | |
|------------------|-------|
| Graphic Design | A |
| Photography (AS) | A |
| TV + Film (AS) | Merit |
| Acting | Merit |

LAMDA

London Academy of Music and Dramatic Arts

2008 - 2013

Grade 1 to Grade 6 (Bronze)

Graded Merit to Distinction

AWARDS & RECOGNITION



D&AD New Blood Award

Creative Crisis - Wood Pencil
2018

Student of the Year

Exeter School of Art
2018