



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

TAMA Agency

July 2021 - Present

Digital Content Creator

Working strongly within digital marketing funnels to drive traffic and conversions to landing pages. As well as creating identities and paid and organic social media posts - again generating leads.

White Label Studio

August 2020 - July 2021

Middleweight Graphic Designer

Working with a wide variety of brands and companies to create branding, social media posts and packaging designs. Project management and campaign creation are key!

Pro:Direct Sport

May 2019 - August 2020

Junior Graphic Designer

I was responsible for coming up with creative concepts and directing other teams for upcoming launches. Creating lockups for in-house brands and collaborating with the likes of Nike and Adidas.

References available upon request

Experience

Arlo West Design

July 2021 - Present

Freelance

Working with an array of clients from FMCG, Marketing, Property and more has allowed for me to widen my skillset. I have also be able to learn more about account management and client communication.

Splodge

September 2019 - Present

Side Hustle

I created a screen printed clothing and apparel brand that focusses on queer individuals. I create the branding, artwork, and social media posts. As well as this all the products are printed 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 experimental 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.

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

Contact

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