



# Tom Kersen

Graphic Designer

 Camden Town, London, UK

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## Links

 [Website](#)

## Languages

English (Fluent)

Italian (Basic)

Hebrew (Native)

## About

As an innovative graphic designer, I specialise in re-branding and brand strategy, with a focus on sustainable design and marketing materials. I excel in creating cohesive brand identities and enjoy collaborating with teams to drive creative solutions. My experience with brand strategy and design includes sustainable packaging and marketing materials, book covers, marketing campaigns, digital design, print, and rebranding small companies. I am eager to bring my skills to an advertising firm, where I can further develop my marketing strategies and contribute to impactful projects across diverse industries.

### BRANDS WORKED WITH

Shakib & Co Properties

## Experience

### ● Graphic designer

Shakib & Co Properties | Jan 2021 - Jan 2024

Led the development and maintenance of rebranded identity within the company. Designed and executed marketing collateral, including brochures, flyers, digital ads, signage, and presentations, to effectively promote properties and attract investors. Ensure consistency in messaging and brand representation across all channels. Conducted market research to identify trends for marketing strategies, and opportunities for property investment. Managed multiple design projects simultaneously, meeting tight deadlines and delivering high-quality work. Proficient in client communication, marketing collateral development, social media advertising, campaign creation, and marketing materials design.

## Education & Training

2021 - 2023

### ● Central Saint Martins

BA(Hons) Graphic Communication Design,

2019 - 2020

### ● Central Saint Martins

UAL,

### ● High School

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