



# Tom Crowe

Freelance Designer

📍 Stafford, UK

[Portfolio link](#)

[View profile on Dweet](#)

## Languages

English (Fluent)

## About

---

An organised, creative professional with a passion for design, illustration and branding. For the past ten years I've been developing my career with a focus towards music, fashion and print. Developing brand direction, from logos to communication decks, social media assets and user interface design. I love to create design with clean layouts, strong typography and sharp visuals; balancing graphic art and rich content.

In conjunction with design, I have an entrepreneurial spirit. Building an e-commerce brand from scratch and scaling it to a six-figure turnover, has provided the skillset to develop creative marketing strategies set-up to maximise campaign reach and build landing pages optimised for conversion.

### BRANDS WORKED WITH

8ball T-Shirts

Concept

MY English Rose Ltd

Print & Designs

Ringspun

Unicus Agency

## Experience

---

### ● – Founder

MY English Rose Ltd | Jan 2015 - Now

My English Rose Ltd is a start-up studio founded by myself in 2015 to cater to a market need to develop Direct to Consumer brand concepts and provide creative design services. Since then I've scaled a personal art brand to selling 15,000 prints online, hiring freelancers, staff and agencies to achieve each milestone. All whilst building an in-house production facility to enable the expanding operation with the brand and provide other artists, illustrators and photographers with the blueprints and framework to succeed with a creative side hustle selling art online. T. CROWE (the personal art brand) has given me the opportunity to develop a broad collection of skills from building out e-commerce stores, leading on creative and art direction, running an operation and forming brand partnerships with artists signed to Sony Records.

### ● – Creative Lead

Unicus Agency | Jan 2018 - Jan 2019

Unicus was a digital marketing agency start-up, partnering with B2B clients as their direct design and marketing team. My responsibility was to attend client facing meetings with the directors to develop creative strategies; whether this be rebranding, a marketing campaign or new website development. Once the strategy was signed off, I would lead the creative project collaborating with our in-house graphic designers, media buyers and developers in order to execute. Creating assets such as pitch/comms decks, brand guidelines, landing page assets and graphic design collateral.

### ● International Group – Designer

Concept | Jan 2014 - Jan 2016

As a leading merchandise supplier to professional football clubs, rugby clubs and universities C.I.G gave me the ability to hone my skills as an integrated designer. I worked apart of a team and provided our clients with a unique value proposition – identifying a niche in the professional sports club merchandising market; quality designed, casual menswear. Titled 'Terracewear' we would create 7-piece menswear fashion lines, providing a complete brand structure. In addition to this we would carry out photoshoots to enrich the clients with content for their websites, socials and POS. In addition to Terracewear C.I.G owned a menswear brand named 'David Watts' – inspired by The Jam/Kinks record (a mod anthem). It was my responsibility to streamline the brand assets, organise photoshoots and create t-shirt collections; in order to update the site on the Woocommerce platform.

- **– Artworker/Customer Service**

Print & Designs | Jan 2014 - Jan 2015

Print Designs are a leading online print company specialising in large format exhibition printing. As a fast paced e-commerce platform, it was my responsibility to ensure customer artwork was to a print ready standard, collaborating with the production department to operate at an optimal speed in a fast paced, highly demanding environment. The main flow of orders was for business focused exhibitions, although errors would not be our responsibility, I felt that this was all inclusive of customer care – identifying ways to improve and communicating them back to the customer, whilst being time conscious of deadlines.

- **– Print Production**

8ball T-Shirts | Jan 2013 - Jan 2014

As an early adopter of e-commerce 8ball are one of the leading t-shirt brands for cult movie and geek themed t-shirts. I joined the company when they were in a transitional stage of growth and scaling their operation. This gave me the opportunity to be part of a production team that would be working with cutting edge technology in direct to garment printing. The machine had the capacity to print 400 t-shirts an hour and it was our responsibility to operate in a fast-paced environment, working systematically to avoid creating back logs.

- **Menswear – Intern Menswear Designer**

Ringspun | Jun 2011 - Jan 2012

Ringspun provided my first commercial experience in a fashion house. Gauging an understanding of product market position, target audiences and customer landscapes. As an intern menswear designer, I gained the opportunity to learn how to develop tech packs that would communicate the exact requirements to overseas factories. From garment decoration to finished packaging. Annotating every detail was a crucial part of the process.