alessandra p
PRODUCT & GRAPHIC DESIGNER

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Product & Graphic Designer with 17+ years' experience

I've spent my career making complicated things feel simple, across digital products, websites, brand and print. That range helps me see the whole picture: what people need, what the business wants to achieve, and how to serve both.

My favourite part of any project is the early, open stage, sharing sketches and building on each other's thinking. I'm genuinely open to ideas, whether they come from a developer, a stakeholder or a user.

I'm a firm believer in testing before launch. Putting prototypes in front of real users shows what assumptions miss, so every decision is backed by evidence as well as instinct.

My experience

Senior Product Designer | Oodle Car Finance (2019-2026)

Helped establish and grow the in-house design team, designing digital products used by 345,000+ customers and 300–500 dealers. Worked with developers, product and stakeholders to ideate, test with users and refine journeys before launch. Created and maintained a design system for consistency across products.

Marketing Graphic Designer | Adestra (2018-2019)

Led a company-wide rebrand, creating brand guidelines and the creative assets that rolled it out across marketing, email and events.

Lead Designer & Web Developer | Clear & Creative (2012-2018)

Grew from freelance designer to Lead Designer, delivering brand identities, websites and digital solutions for a range of clients.

Designer | Gillman & Soame Photographers (2012)

Designed marketing and visual materials that shaped the company's brand and communications.

Designer | Rare Form New Media (2011-2012)

Designed across digital and print projects, where my career in visual communication began.

Design qualifications

University of West London

2008-2011 (3 years)

Batchelors Degree in Graphic Design

Grade: 2:1

City of Oxford College

2006-2008 (2 years)

Awards

Equity & Inclusion Advocate of the Year Finalist 2025

Women & Diversity In Credit Awards

Returner of the Year Finalist 2022

Women & Diversity In Credit Awards

References available on request.