alessandra p
PRODUCT & GRAPHIC DESIGNER

alessandrapettipher.com
alessandramaria@hotmail.co.uk
07545 633223



Senior Product Designer with 17 years of expertise in UX/UI, product design and branding

With 8 years of experience as a Senior Product Designer in the automotive finance industry, I bring together user-centred thinking, creative problem-solving and strong visual design skills to create intuitive and engaging digital experiences.

My background spans product design, brand development, website design and creative direction, giving me a broad understanding of how design can support both user needs and business objectives.

I'm passionate about creating purposeful, accessible and visually engaging experiences, collaborating with teams and turning complex challenges into simple, effective solutions.

My experience

Senior Product Designer | Oodle Car Finance

Helped establish an in-house design team, creating and delivering digital product experiences with a focus on usability, consistency and visual quality.

Marketing Graphic Designer | Adestra

Led a company-wide rebrand, developing brand guidelines and delivering creative assets across marketing, email and events.

Lead Designer | Clear & Creative

Progressed from freelance designer to Lead Designer, delivering brand identities, website designs and digital solutions for a range of clients.

Designer | Gillman & Soame Photographers

Created visual and marketing materials, supporting the company's brand and creative communications.

Designer | Rare Form New Media

Developed creative design solutions across digital and print projects, building a strong foundation in visual communication.

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.