

# TOM PARKE

**Graphic Designer**  
based in **London**,  
working in the world  
of **print** and **digital** to  
help businesses **craft**  
and apply their **visual**  
**identities**.

RECENT

## WORK EXPERIENCE

**Graphic Designer** – GAIL's Bakery

JULY 2022 – PRESENT

Responsible for leading the full graphic design output for a prominent high street bakery chain during a time of rapid expansion, encompassing an increase from 78 to over 125 locations.

Strategised and executed our seasonal food launch campaigns, involving a complete overhaul of every customer touchpoint in the bakeries, not limited to menu boards, price cards, a-boards, brand boards and window vinyls.

Provided vital support in the launch of the GAIL's loyalty app, including a full suite of in-bakery POS, a website landing page, app store previews and new CRM email templates.

Worked alongside the leadership team, and our other wider functions, to develop internal documentation, iconography and pitch decks to seize major business opportunities and to improve staff training and efficiencies.

OTHER

## WORK EXPERIENCE

**Freelance Graphic Designer**

– Various Clients

JULY 2019 – PRESENT

Developed the comprehensive brand guidelines for hospitality businesses, extending from menus, staff uniform, and signage, to custom built websites.

Collaborated with food producers to rework their packaging and improve their FMCG product positioning and customer quality perceptions in major UK supermarkets.

**Front of House / Bar Staff**

– MT Food & Drink Ltd

JULY 2021 – AUGUST 2022

Operated autonomously in fast-paced bar and café environments, waiting on tables and preparing drinks such as coffee and cocktails.

Demonstrated strong organizational skills by effectively managing their reservation system, and overseeing floor operations during high-volume lunch and evening food services.

TRAINING &

## INTERESTS

My learning has been a constant throughout my career, as I continue to take on new skills through various online courses across platforms such as Udemy, Domestika and Skillshare. This has encompassed many topics, including food photography, creative uses of AI and publishing Meta ads.

An additional area of learning has been the development of websites on platforms such as Squarespace and Webflow. I have now designed and built multiple live websites for clients, all with heavy traffic and strong conversion rates.

References are available upon request.

FORMAL

## EDUCATION

**Graphic and Digital Design**

Ba(Hons) – University of Greenwich

UPPER 2ND-CLASS HONOURS (2:1)

**Graphic Communication**

A-Level – Worthing College

AWARDS &

## ACHIEVEMENTS

**'Visionary' Award**

GAIL's Quarterly Awards

**Visual Arts and Media Awards**

Worthing College

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