TOM PARKE

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

www.tomjparke.com

tomjparke@gmail.com

© / in – @tomjparke

WORK EXPERIENCE

Graphic Designer – GAIL's Bakery
JULY 2022 – DECEMBER 2025

Responsible for the graphic design output, largely independently, for a prominent high street bakery chain, during a time of rapid expansion, encompassing an increase from 78 to over 150 locations.

Strategised and executed our seasonal food launch campaigns, involving a complete overhaul of every customer touchpoint in the bakeries six times per year, with pieces including menu boards, a-boards, and window vinyls.

Provided vital support in the launch of the GAIL's loyalty app, as well as updating the website and a complete overhaul of our CRM email templates, with notable improvements in open and click-through rate.

Collaborated with the leadership team, and wider business functions, to develop internal documentation, and pitch decks to seize sizeable business opportunities, such as major transport-hub locations.

OTHER
WORK EXPERIENCE

Freelance Graphic Designer
JULY 2019 – PRESENT

Developed the comprehensive visual idenities for numerous hospitality businesses across the South Coast, with work extending from menus, a-board and business cards, to staff uniform, and large-scale signage.

Designed and built custom websites for various clients, with high-ranking SEO results and a trackable increases in reservation numbers as a result.

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

Designed, and artworked, 20+ SKUs of packaging, as well as POS materials such as aisle-fins, sampling stands and shelf bays, in order to boost sales by increasing brand recognition.

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 photograhy, creative uses of AI and publishing Meta ads.

A continuous area of learning has also been the adoption of new design tools, resulting in me being proficient in programmes such as Figma and Framer, as well as keeping up to date with updates to Adobe CC and their new AI capabilities.

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