

PRASHANT PATEL

Senior Digital Designer | Campaign Creative | AdTech & Rich Media

London, UK

07484 736079 | prashant_patel1@live.com

www.prashantpatel.co.uk | www.linkedin.com/in/prashantpatelcreative

PROFESSIONAL PROFILE

Senior Digital Designer with 10+ years of experience delivering high-performance digital campaigns across advertising, AdTech and creative production.

Specialising in campaign creative, rich media and cross-platform design for premium and luxury brands across UK, US and APAC markets. Experienced in working within fast-paced environments, collaborating with cross-functional teams and delivering creative that drives engagement and performance.

Available for freelance, contract and ongoing design support as a digital creative partner.

KEY SKILLS

- Digital Campaign Design & Advertising Creative
- Rich Media & Cross-Platform Production (Celtra, Flashtalking, NEXD)
- Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign)
- HTML5 & CSS
- Creative Direction & Campaign Strategy
- Performance Marketing & Creative Optimisation
- Stakeholder Management & Cross-Team Collaboration

PRESS

Luxury Daily - Work featured in article on luxury mobile advertising

KEY ACHIEVEMENTS

- First designer at Mobkoi, growing from a 10-person startup to hundreds of people across multiple countries
- Featured in Luxury Daily – Luxury's Future in Mobile Advertising Relies on Bespoke Efforts
- Led campaign creative for global brands including Land Rover, Emirates, Singapore Airlines, Bose and Netflix

PROFESSIONAL EXPERIENCE

Senior Digital Designer (Contract)

By Default, London | Jan 2026 – Feb 2026

- Delivered high-quality rich media advertising creatives for luxury brand campaigns
- Implemented creative best practices and quality assurance processes to improve output consistency
- Designed and built interactive creatives using Celtra and Adobe Creative Suite

Freelance Senior Digital Designer (Contract)

Mobkoi, London | Sep 2025 – Nov 2025

- Designed and delivered high-performance digital advertising creatives across multiple formats
- Collaborated with sales and operations teams to align creative output with campaign KPIs
- Optimised creatives for different platforms, devices and publisher requirements

Digital Designer & Creative Lead

Hybrid Theory (Azerion Group), London | Sep 2021 – Aug 2025

- Led creative output across UK and US performance advertising campaigns
- Managed campaign briefs and acted as a key creative stakeholder across multiple markets
- Delivered high-impact creatives including video, animation, DOOH and dynamic formats
- Collaborated with cross-functional teams to align creative with campaign goals and KPIs

Digital Production Specialist

Mobkoi, London | Nov 2019 – Sep 2021

- Led onboarding of new clients and campaigns within the in-house creative studio
- Managed and mentored junior designers, ensuring high standards across deliverables
- Advised internal teams on technical specifications and creative best practices
- Developed training documentation for advanced creative tools and workflows

Digital Designer

Mobkoi, London | Aug 2015 – Nov 2019

- Designed and delivered creative assets across EMEA, APAC and US campaigns
- Collaborated with sales and creative teams to deliver against campaign objectives
- Developed innovative display, video and interactive advertising formats
- Managed multiple projects while maintaining high-quality output

EDUCATION

BSc Web Design & Development

Southampton Solent University | 2011 – 2015

Upper Second-Class Honours (2:1)

IT Business Diploma

Ravensbourne School | 2009 – 2011

DMM

INTERESTS

Boxing • Travel • Cooking • Fitness • Digital Innovation