

# Callum Drummond

Graphic Designer

March 23, 2026

**Ailsa Grant**

BrewDog

Dear Ailsa,

I am writing to apply for the Graphic Designer position at BrewDog's in-house creative team. I already know the brand from the outside. I designed the packaging for BrewDog's limited-edition 4-pack range at Tangent Graphic, three designs that shipped to 1,200+ retail locations. Moving in-house would let me work with the brand at a depth that agency timelines rarely allow.

At Tangent Graphic, I manage five to eight concurrent projects covering brand identity, packaging, and campaign work. I led the visual identity redesign for Scottish Ballet's 2024/25 season, creating a cohesive system of posters, programmes, digital banners, and social templates that reached an estimated two million impressions across outdoor media in Glasgow, Edinburgh, and Aberdeen. Before that, at Glasgow Life, I produced promotional materials for Glasgow Mela and Celtic Connections with print runs of 10,000-50,000, created 120+ social media assets per quarter, and standardised the brand guidelines document used by eight venues across the city.

I am a Glasgow School of Art graduate with a First in Communication Design, and I work across InDesign, Illustrator, Photoshop, and Figma. I am comfortable moving from brief to final press-ready artwork in both print and digital, and I understand how to maintain brand consistency across formats while keeping things visually fresh.

Sincerely,

Callum Drummond