

**CIRO.GUATIERI**

BRAND &amp; DIGITAL DESIGN LEAD

**PORTFOLIO**[WWW.CIROGUATIERI.COM](http://WWW.CIROGUATIERI.COM)**CONTACT**[HELLO@CIROGUATIERI.COM](mailto:HELLO@CIROGUATIERI.COM)

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**STRATEGIC, BOLD AND EXPERIMENTAL**

Strategic Brand & Digital Design Lead with 7+ years of experience shaping visual identities and digital experiences for startups, tech companies, and global organisations.

My work focuses on translating research, industry insights, and business goals into clear and scalable visual systems. I partner closely with founders, product teams, and marketing leaders to define how organisations present themselves across brand, digital, and campaign environments.

I take ownership from early research and concept development through implementation and rollout.

**EDUCATION****CONDÉ NAST COLLEGE, JUN 2021 - JUL 2021**

→ Introduction to Creative Direction

**INTERNSHIPS, 2019**

→ Pearlfisher

→ Brand &amp; Deliver

**SHILLINGTON COLLEGE, 2017 - 2018**

→ Diploma in Graphic Design

**INSTITUTE G. VALLAURI, 2008 - 2013**

→ High School Degree in Industrial Engineering

**CORE CAPABILITIES**

01. Brand Identity, Strategy and Visual Systems
02. Industry and Competitor Research
03. Concept Development and Creative Direction
04. Digital and Interactive Design
05. Typography, Layout and Visual Craft
06. Motion, Campaign and Marketing Design
07. Client Collaboration and Project Leadership

**TOOLS & ECOSYSTEMS**

01. Figma
02. Illustrator
03. Photoshop
04. Indesign
05. After effects
06. Premiere Pro
07. Spline 3d
08. Webflow and wix studio
09. AI tools

LONDON, UK

**WORK EXPERIENCE****DELPHI DESIGN STUDIO**

BRAND &amp; DIGITAL DESIGN LEAD, REMOTE | JAN 2025 - PRESENT

- Partner with founders and product teams to shape brand direction and visual identity for organisations operating across tech and emerging digital industries
- Conduct industry and competitor research to inform positioning, visual strategy, and brand differentiation. Translate strategic insights into cohesive design systems spanning brand, digital platforms, and marketing environments
- Lead projects from early concept development through implementation and rollout, ensuring visual systems remain consistent across websites, products, campaigns, and communication materials
- Present design concepts and recommendations directly to founders and stakeholders, articulating rationale and guiding design decisions

**Key projects:**

- **Delphi Intelligence:** Defined editorial UX and visual identity for an AI research platform, balancing technical credibility with accessible storytelling. The work was later featured in Forbes
- **Semiotic Labs:** Created a modular identity framework supporting scalable expression across product, marketing channels, and external communications

**WONDERSTRUCK STUDIO**

BRAND &amp; DIGITAL DESIGN LEAD, REMOTE | MAY 2024 - OCT 2024

- Directed brand and digital design projects for tech startups and emerging platforms, operating within fast-moving environments where design needed to evolve rapidly alongside the product and business
- Led identity development and digital design from concept through launch
- Collaborated closely with product, marketing, and motion teams to align brand narrative with user experience and growth initiatives
- Supported and mentored designers, helping strengthen conceptual thinking, typography craft, and execution quality across the studio

**Key projects:**

- **Meridian Money:** Designed a unified brand and product identity that supported the company's growth and communication strategy during a critical funding phase

**CIRO GUATIERI DESIGN LTD**

INDEPENDENT BRAND &amp; DIGITAL DESIGNER | MAY 2024 - PRESENT

- Provide independent design services to startups, design studios and agencies internationally
- Collaborate with founders and design teams to develop brand identities and digital experiences, leading projects from research and concept development through visual system design and rollout

**MAKE IT CLEAR STUDIO**

BRAND &amp; DIGITAL DESIGN LEAD | DEC 2019 - MAY 2024

- Led brand identity and digital design projects for global organisations and tech-focused clients
- Conducted research into industry positioning and competitive landscapes to inform creative direction and ensure brands stood apart within their sectors
- Developed scalable identities spanning typography, iconography, layout frameworks, and motion
- Presented design concepts to clients and guided projects from early exploration through final delivery

**LANGUAGES**

English: Fluent

Italian: Native

**GUEST LECTURER**

01. University of Surrey

02. Shillington College