



# CIRO GUATIERI

## BRAND & DIGITAL DESIGN LEAD

[HELLO@CIROGUATIERI.COM](mailto:HELLO@CIROGUATIERI.COM)

+44 (0) 7393 331 972

LONDON, UK

### TOOLS

- Figma
- Adobe Creative Suite
- Webflow, Editor X
- AI tool

### EXPERTISE

- Brand strategy and identity development
- Digital product design
- Creative direction and team Leadership
- Motion design
- Marketing and social media content
- Investor pitch decks and funding presentations
- Project and stakeholder management

### PORTFOLIO

[WWW.CIROGUATIERI.COM](http://WWW.CIROGUATIERI.COM)

### PROFILE

I'm **Ciro Guatieri**, a Brand & Digital Design Lead based in London, specialising in crafting strategic identities and seamless digital experiences.

I create impactful branding that balances personality with functionality, ensuring consistency across UX/UI, Web3, and emerging tech. My strength? Turning complexity into clarity through design, innovation, and storytelling. My goal is to help businesses drive change with clear, compelling, and future-focused branding.

### GUEST LECTURER

**University of Surrey**

Feb 28th 2023

- Crafting Brand Identities

Mar 2st 2022

- Logo Design Evolution

### LANGUAGES

- **English:** Fluent
- **Italian:** Native

### EDUCATION

**Future London Academy,**  
2022

- Branding Now:  
Branding Course for  
Senior Creatives

**Condé Nast College,**  
Jun 2021 - Jul 2021

- Introduction to  
Creative Direction

**Internships**  
2019

- Pearlfisher
- Brand & Deliver

**Shillington College,**  
2017 - 2018

- Diploma in Graphic Design

**Institute G. Vallauri,**  
2008 - 2013

- High School Degree in  
Industrial Engineering



Google



Jito

Thala

plume

STORM LABS

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**DELPHI DIGITAL STUDIO**

Brand & Digital Design Lead  
Remote | Jan 2025 - Present

**WONDERSTRUCK STUDIO**

Brand & Digital Design Lead  
Remote | May 2024 - Oct 2024

**CIRO GUATIERI DESIGN LTD**

Director  
London | May 2024 - Present

**MAKE IT CLEAR STUDIO**

Brand & Digital Design Lead  
Remote | Dec 2019 - May 2024

- I help crypto, blockchain, and AI clients refine their brand strategy and develop identities that align with their core purpose
- I ensure digital experiences are engaging and functional bridging brand, UX/UI, and product
- I lead project workflows, timelines, conduct client workshops, and present strategic concepts
- I oversee the work of UX/UI designers and motions designers, ensuring seamless implementation and delivery

- I developed strategic identities and digital experiences, aligning design with business goals and user needs
- I led projects from concept to completion across brand identity, UX/UI, product design, and motion graphics
- I guided the creative direction, managed project workflows, and directed other designers
- I acted as a consultant for external clients, guiding them through the creative process

- I collaborate with design agencies on a contracting basis while also managing end-to-end design projects for my own clients
- I lead brand strategy, identity development, digital experiences creation, and marketing
- I take ownership of the entire process - from concept and strategy to execution and delivery
- I manage relationships, project timelines, design workflows, and integrate where my skills are needed

- I led the creative process for clients like Google, Virgin Media, and The University of Cambridge
- I delivered brand identities, UX/UI design, marketing campaigns, social content, video animations, and paid media assets
- I developed concepts, set the vision, and ensured projects aligned with user goals and industry trends
- I mentored more junior designers, and helped maintaining high quality design standards