



CIRO GUATIERI

SENIOR GRAPHIC DESIGNER

Email: hello@ciroguatieri.com

Phone: (0) 7393 331 972

Location: NW6 4EJ London, UK

PERSONAL SKILLS

- Proactive
- Ambitious
- Time management
- Leadership
- Team player

PROFESSIONAL SKILLS

- Brand identity
- UX/UI design
- Conceptual design
- Motion design
- Print design
- Adobe CC suite
- Figma/Sketch
- Spline 3D
- Editor X

PORTFOLIO WWW.CIROGUATIERI.COM

PROFILE

I'm **Ciro Guatieri**, a Senior Graphic Designer based in London, and I'm passionate about creating visual concepts that inspire change and make an impact.

I lead a team of talented designers, specialising in brand identity and UI design. My superpower? Quick learning and innovative thinking, bringing order to complexity and infusing creativity into every project. My purpose is to help businesses champion bold creativity and make an impact through clear, compelling design.

GUEST LECTURER

University of Surrey:

Feb 28th 2023

- Crafting Brand Identity

Mar 1st 2022

- Logo Design Evolution

LANGUAGE

English: Fluent

Italian: Native

EDUCATION

Future London Academy

Self-paced

- Creative Leadership: Motivate, Manage and Grow Your Creative Team

Future London Academy

Self-paced

- Branding Now: Branding Course for Senior Creatives

Condé Nast College

Jun 2021 - Jul 2021

- Introduction to Creative Direction

Shillington College

2017 - 2018

- Diploma in Graphic Design

Institute G. Vallauri

2008 - 2013

- High School Degree in Industrial Engineering



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SENIOR GRAPHIC DESIGNER

WORK EXPERIENCE – WORK EXPERIENCE – WORK EXPERIENCE – WORK EXPERIENCE

MAKE IT CLEAR

Senior Graphic Designer,
London | December 2019 - Present

- I work closely with the CD to develop concepts, setting the vision and overseeing projects from inception to final execution. This involves tasks such as shaping brand identities, UX/UI design, social media and marketing campaigns, print design, and storyboarding animations
- I manage client expectations as well as present and pitch creative ideas and concepts to them
- I collaborate closely with the CD to ensure the design team operates at high productivity levels
- I manage, mentor, and lead Junior and Middle Designers, providing support and feedback. Additionally, I oversee and instruct artworking teams

ESSENZA RESTAURANT

Freelance Designer,
Remote | June to December 2023

- Created brand identity, designing logo, business card, print materials, and brand guidelines for comprehensive visual consistency and representation
- Collaborated with the marketing team to coordinate the brand launch and marketing campaign to coincide with the restaurant's opening
- Crafted a seamless and engaging user experience by designing and developing an interactive QR code menu for mobile and tablet usage. Utilised Figma and Editor X for meticulous UX/UI design and development
- Provided assistance by creating various graphics tailored for effective communication and engagement on social media platforms

PEARLFISHER

Graphic Design Intern,
London | 1st May to 14th July 2019

- Ideated through sketches, crafted logos, explored colour palettes, curated moodboards, researched visuals

BRAND&DELIVER

Graphic Design Intern,
London | 1st March to 12th April 2019

- Undertook 5-week brand identity and UX/UI training, managing projects from concept to execution, and presenting outcomes back to the CD