

CIRO.GUATIERI

BRAND & DIGITAL DESIGN LEAD

PORTFOLIO

WWW.CIROGUATIERI.COM

CONTACT

HELLO@CIROGUATIERI.COM

+44 (0) 7393 331 972

STRATEGIC, BOLD AND EXPERIMENTAL

I'M A BRAND AND DIGITAL DESIGN LEAD WHO SHAPES DIGITAL-FIRST IDENTITIES AT THE INTERSECTION OF STRATEGY, CRAFT, AND EXPERIMENTATION. I'M EXPERIENCED IN GUIDING TEAMS AND CLIENTS ACROSS AI, CRYPTO, AND WEB3 TO DELIVER BRANDS AND EXPERIENCES THAT INSPIRE TRUST, SCALABILITY, AND CULTURAL RELEVANCE.

EDUCATION

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

CORE SKILLS

01. BRAND STRATEGY & IDENTITY SYSTEMS
02. DIGITAL EXPERIENCES
03. INTERACTIVE DESIGN
04. CREATIVE DIRECTION & VISION
05. STORYTELLING & MOTION DESIGN
06. LEADERSHIP & COLLABORATION
07. PROJECT & DELIVERY MANAGEMENT
08. INNOVATION & EXPERIMENTATION

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. MIDJOURNEY

WORK EXPERIENCE

DELPHI DESIGN STUDIO

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

- I PARTNER WITH CRYPTO AND AI LEADERS TO TRANSLATE BUSINESS STRATEGY INTO SCALABLE BRAND SYSTEMS AND DIGITAL-FIRST IDENTITIES
- I LEAD CREATIVE VISION AND CROSS-FUNCTIONAL TEAMS, ALIGNING BRAND, UX/UI, AND PRODUCT INTO COHESIVE EXPERIENCES
- I FACILITATE WORKSHOPS AND PRESENT STRATEGIC CONCEPTS TO SENIOR STAKEHOLDERS, DRIVING CLARITY AND BUY-IN
- I OVERSEE DESIGN EXECUTION ACROSS UX/UI AND MOTION, ENSURING SEAMLESS DELIVERY AND HIGH CREATIVE STANDARDS

WONDERSTRUCK STUDIO

BRAND & DIGITAL DESIGN LEAD REMOTE | MAY 2024 - OCT 2024

- I DIRECTED IDENTITY AND DIGITAL EXPERIENCE PROJECTS, ALIGNING CREATIVE OUTCOMES WITH MEASURABLE BUSINESS GOALS
- I GUIDED THE FULL PROJECT LIFECYCLE FROM CONCEPT THROUGH LAUNCH, INTEGRATING BRAND, UX/UI, AND MOTION
- I PROVIDED CREATIVE DIRECTION AND MENTORSHIP, RAISING THE QUALITY AND CONSISTENCY OF OUTPUTS ACROSS THE TEAM
- I ACTED AS CONSULTANT FOR CLIENTS, POSITIONING DESIGN AS A STRATEGIC PARTNER IN THEIR GROWTH

CIRO GUATIERI DESIGN LTD

DIRECTOR LONDON | MAY 2024 - PRESENT

- I LEAD INDEPENDENT AND AGENCY-COLLABORATION PROJECTS, MANAGING END-TO-END STRATEGY, DESIGN, AND DELIVERY
- I BUILD CLIENT RELATIONSHIPS, DRIVE TIMELINES, AND INTEGRATE SEAMLESSLY INTO DIVERSE TEAMS TO DELIVER HIGH-VALUE WORK
- I COMBINE BRAND STRATEGY, IDENTITY SYSTEMS, AND DIGITAL PRODUCT DESIGN TO HELP CLIENTS SCALE EFFECTIVELY

MAKE IT CLEAR STUDIO

BRAND & DIGITAL DESIGN LEAD REMOTE | DEC 2019 - MAY 2024

- I DIRECTED CREATIVE PROCESSES FOR GLOBAL CLIENTS (GOOGLE, VIRGIN MEDIA, UNIVERSITY OF CAMBRIDGE), SETTING VISION AND ENSURING STRATEGIC ALIGNMENT
- I MENTORED JUNIOR DESIGNERS, ELEVATING CRAFT AND BUILDING A CULTURE OF DESIGN EXCELLENCE
- I CHAMPIONED A USER- AND TREND-DRIVEN APPROACH, ENSURING WORK REMAINED INNOVATIVE AND EFFECTIVE

LANGUAGES

ENGLISH: FLUENT
ITALIAN: NATIVE

GUEST LECTURER

UNIVERSITY OF SURREY
→ FEB 28TH 2023, CRAFTING BRAND IDENTITIES
→ MAR 2ST 2022, LOGO DESIGN EVOLUTION