

CIRO.GUATIERI

BRAND & DIGITAL DESIGN LEAD

PORTFOLIO

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CONTACT

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STRATEGIC, BOLD AND EXPERIMENTAL

I TURN COMPLEX IDEAS INTO CLEAR, EMOTIONAL BRANDS THROUGH STRATEGY, STORYTELLING, AND EXPERIMENTATION.

I BRIDGE CREATIVE STRATEGY AND DIGITAL EXECUTION, ALIGNING IDENTITY, INTERACTION, AND MOTION INTO DESIGN THAT EARNS TRUST AND MOVES PEOPLE.

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

- PARTNER WITH CRYPTO AND AI LEADERS TO BRIDGE STRATEGY, BRAND, AND PRODUCT DESIGN INTO COHESIVE, SCALABLE SYSTEMS
- TRANSLATE CONCEPTUAL DIRECTION INTO TACTILE DIGITAL EXPERIENCES THAT CONNECT MOTION, UX, AND BRAND BEHAVIOUR
- LEAD CREATIVE VISION AND CROSS-FUNCTIONAL TEAMS, ALIGNING BRAND AND INTERFACE LOGIC INTO UNIFIED PRODUCT EXPERIENCES
- FACILITATE WORKSHOPS AND PRESENTATIONS THAT DISTIL COMPLEX IDEAS INTO SIMPLE, EMOTIONALLY INTELLIGENT DESIGN SYSTEMS
- LEAD BOTH INTERNAL AND CLIENT REBRANDS

WONDERSTRUCK STUDIO

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

- DIRECTED BRAND AND DIGITAL EXPERIENCE PROJECTS FROM CONCEPT TO LAUNCH, GUIDING CREATIVE OUTCOMES THAT MERGE BEAUTY WITH CLARITY
- ACTED AS BRIDGE BETWEEN BRAND AND PRODUCT TEAMS, ENSURING DESIGN SYSTEMS EXPRESS THE EMOTIONAL INTENT OF THE BRAND
- DEFINED STRATEGIC FRAMEWORKS THAT BALANCED EXPERIMENTATION WITH CONSISTENCY AND MEASURABLE IMPACT
- MENTORED JUNIOR DESIGNERS TO CULTIVATE CURIOSITY, RIGOUR, AND DESIGN THAT FEELS ALIVE

CIRO GUATIERI DESIGN LTD

DIRECTOR LONDON | MAY 2024 - PRESENT

- LEAD INDEPENDENT AND COLLABORATIVE PROJECTS AT THE INTERSECTION OF BRAND, TECHNOLOGY, AND CULTURE
- DESIGN BRANDS THAT BEHAVE LIKE INTERFACES – ADAPTABLE, INTENTIONAL, AND BUILT FOR INTERACTION
- PARTNER WITH STARTUPS AND STUDIOS TO TURN STRATEGY INTO LIVING SYSTEMS THAT SCALE ACROSS PRODUCT AND MOTION
- OVERSEE FULL-CYCLE DELIVERY: RESEARCH, CONCEPT, SYSTEM, AND DIGITAL EXPRESSION

MAKE IT CLEAR STUDIO

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

- DIRECTED IDENTITY AND DIGITAL DESIGN FOR CLIENTS INCLUDING GOOGLE, VIRGIN MEDIA, AND THE UNIVERSITY OF CAMBRIDGE
- DEFINED CREATIVE DIRECTION, ENSURING BRAND SYSTEMS REMAINED HUMAN, SCALABLE, AND TRUE TO STRATEGIC PURPOSE
- MENTORED DESIGNERS TO THINK SYSTEMICALLY
- HELPED EVOLVE A FEEDBACK-DRIVEN, CURIOSITY-LED STUDIO CULTURE ROOTED IN CRAFT AND CLARITY

LANGUAGES

ENGLISH: FLUENT
ITALIAN: NATIVE

GUEST LECTURER

UNIVERSITY OF SURREY
→ FEB 28TH 2025, CRAFTING BRAND IDENTITIES
→ MAR 2ND 2022, LOGO DESIGN EVOLUTION

BASED IN LONDON, UK

🌐 WORKING WORLDWIDE