



# CIRO GUATIERI

## BRAND & DIGITAL DESIGNER

HELLO@CIROGUATIERI.COM

+44 (0) 7393 331 972

LONDON, UK

### PERSONAL SKILLS

- Proactive
- Ambitious
- Driven
- Leadership
- Team player

### PROFESSIONAL SKILLS

- Branding
- UX/UI design
- Conceptual design
- Motion design
- Adobe CC suite
- Figma
- Spline 3D
- Editor X
- AI tools

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

#### PROFILE

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

My expertise lies in crafting impactful identities that blend personality and functionality within digital products. My superpower? Quick learning and innovative thinking, bringing order to complexity and infusing creativity into every project. My purpose is to help businesses drive change through clear, compelling design.

#### 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,**  
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



Google



Jito



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**WONDERSTRUCK STUDIO**

Freelance Graphic Designer  
Remote | May 2024 - Oct 2024

**MAKE IT CLEAR STUDIO**

Brand & Digital Designer  
London | Dec 2019 - May 2024

**ESSENZA RESTAURANT**

Freelance Graphic Designer  
Remote | Jun 2023 - Dec 2023

**DESIGN INTERNSHIPS**

Graphic Design Intern  
London

- Developed concepts and oversaw projects from inception to completion, including brand identities, UX/UI, product design, print design, social media and storyboarding.
- Guided clients through projects, emphasising the integration of brand language while maintaining functionality within digital products.
- Assisted project managers with task scheduling, created detailed briefs for freelancers, and managed client communications.

- Collaborated with the CD to develop concepts, set the vision, and oversee projects from start to finish, including brand identities, UX/UI design, marketing campaigns, print design, and storyboarding.
- Managed client expectations and pitched creative ideas and concepts.
- Worked with the CD to ensure the design team maintained high productivity levels.
- Led, mentored and supported junior and middleweight designers, while overseeing artworking teams.

- Developed brand identity, including logo, business card, print materials, and brand guidelines for visual consistency.
- Worked with the marketing team to coordinate the brand launch and campaign for the restaurant's opening.
- Designed and developed an interactive QR code menu for mobile and tablet, using Figma and Editor X for precise UX/UI.
- Created graphics tailored for effective communication and engagement on social media platforms.

- Pearlfisher**  
May 2019 - Jul 2019
- Ideated through sketches, crafted logos, explored colour palettes, curated moodboards, executed visual research.
- Brand and Deliver Studio**  
Mar 2019 - Apr 2019
- Undertook 5-week branding and UX/UI program, managing projects from concept to execution, and presenting outcomes back to CD.