

Digital designer and art director based in London with experience working as part of multidisciplinary teams on digital design transformation projects from concept to execution.

Since 2009, I've worked for digital agencies across Italy, Brazil and UK and I am currently Senior Designer at AKQA London.

Client

- Nissan
- Unilever
- Amplifon
- Bang & Olufsen
- Waitrose & Partners
- Ray-Ban
- PGA European Tour
- Save the Children
- Lloyds Bank
- Royal Bank of Scotland
- Philip Morris
- Mizuno
- Coca-Cola
- Itau Bank

Skills

- Concept design
- Branding
- Design systems
- User experience
- Principle Prototyping
- Sketch & Figma
- Illustration
- Iconography
- Design production

Recent work experience

2013 to 2021
London



Publicis.Sapient / Senior Designer

I have been working as part of multidisciplinary teams collaborating with UX designers and developers on digital design transformation projects across multiple accounts. I've taken part of the creative process on pitch works, digital design systems, website redesigns, apps, e-commerce and financial services.

Key Responsibilities

Concept design, Branding, Design systems, User Experience, Prototyping, Illustration, Iconography, Design production

2012-13
Sao Paulo Brazil



Publicis.Sapient / Senior Designer

I have worked closely with the UX and Strategy team collaborating on pitch projects for global brands. I've been involved in the design creation for social campaign activations and the production of digital assets on accounts like, Santander, PepsiCo and Mizuno.

Key Responsibilities

Concept design, Branding, Design systems, User Experience, Illustration, Design production

2011-12
Sao Paulo Brazil



Possible / Senior Designer

I have worked closely with the Strategy and Design team being involved in the design creation for social campaign activations, pitch projects and the production of digital assets on accounts like Coca Cola, Glacéau and Absolut.

Key Responsibilities

Concept design, Branding, Design systems, Storyboard, Illustration for Motion Design, Iconography, Design production

Work experience history

2013 to 2021 London UK	Senior Designer Publicis.Sapient
2012-13 Sao Paulo Brazil	Senior Designer Publicis.Sapient
2011-12 Sao Paulo Brazil	Senior Designer Possible
2011 Sao Paulo Brazil	Designer A1 Brasil
2010 Sao Paulo Brazil	Designer Alta Comunicazione
2009 Napoli, Italy	Jr. Designer Argentovivo

Qualifications

2009 Napoli, Italy	Graphic & Web Design Ilas - Adobe Authorized Training Center
2008 Napoli, Italy	Bachelor of Arts in Stage and Graphic Design Accademia di Belle Arti di Napoli

Awards & Recognitions



2020
Austin, USA

South by Southwest
Shortlist - Speculative Design

2019
New York, USA

The One Club for Creativity
Merit, Mobile – Physical Product
& Mobile Integration

2020
New York, USA

AME
Gold, Creativity for Positive Impact

2019
New York, USA

The One Club for Creativity
Digital Craft - Merit

2019
London, UK

BIMA
Advance Award for Craft

2019
London, UK

Digital Impact Awards
Gold, Best Use of Digital –
Healthcare Sector

2019
London, UK

BIMA
Best Use of Digital – Healthcare Sector

2019
London, UK

The Drum DADI Award
Healthcare and Pharma

2019
Cannes, France

Cannes Lions
Shortlist, Digital Craft Lion

2019
New York, USA

OMMA Awards
Single Execution App

2019
Cannes, France

Cannes Lions
Shortlist, Outdoor Lion

2018
Paris, France

Epica Awards
Bronze - Mobile Sites & Apps

2019
Dublin, Ireland

Kinsale Shark
Gold - Charity & Trust

2012
Sao Paulo, Brazil

Google Creative Sandbox
Finalist

2019
New York, USA

Andy Awards
Winner - Idea