



Curriculum Vitae ANTONIO ESPOSITO

Place & Date of Birth: Italy, 27 November 1975

Nationality: British / Italian

Location: Manchester, United Kingdom

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Work Experience

August 2013 to January 2020

Senior Graphic Designer / Head of Design

Advancis Ltd - Buddy Loans (Manchester, UK)

Caerus Capital Ltd - ChooseMyCar (Manchester, UK)

I was hired by Advancis Ltd (Buddy Loans) as a Senior UX/UI Graphic Designer to become responsible for the development, the prototyping and the graphic design of all the financial products of the company both online and off-line. In 2018 I was also hired as Head of Design for the new start-up company ChooseMyCar specialised in Car Finance products.

Key responsibilities:

- Brand and corporate identity - design and development.
- Concept, prototyping and designs of all the corporate websites.
- UX / UI design of web and mobile applications.
- UX / UI prototype and design of internal CMS Content Management Systems.
- Concept, prototyping and design of landing pages for CRO - Conversion rate optimization.
- Production of marketing materials (digital and print) such as newsletters, web banners, brochures, flyers, Social Media campaigns and infographics.
- Production of corporate materials such as PowerPoint presentations for potential investors and employees training materials as well, letterheads, business cards, invoices, legal documents and contracts.

Corporate Websites

- www.buddyloans.com
- www.choosemycar.com

October 2017 to December 2018 - Freelance (Remote)

Senior Graphic Designer

Loanable Ltd (London, UK)

Loanable Ltd is a credit broker company established in 2017. I was hired as a Senior Graphic Designer to work closely with the company CEO to develop and to design all the corporate and marketing materials for the business, including:

- Brand Identity and Logo design.
- Corporate website design for www.loanable.com.
- UX / UI prototype and design of web and mobile applications.

April 2013 to July 2013

Head of Design

Kudos Web Design (Manchester, UK)

I was hired at Kudos Web Design as a Head of the creative department. I was responsible for the design and the management of all the creative aspects of the company including:

- Initial brief with the clients.
- Websites prototyping and graphic design.
- UX / UI design of e-commerce web applications.
- Marketing materials, landing pages and mobile apps.

November 2011 to February 2013

Senior Graphic Designer

Stanleybet Betting Ltd (Liverpool, UK)

I was hired by Stanleybet as Senior Graphic Designer to become part of a marketing team of 12 people.

At Stanleybet I was responsible for the design of most of the off-line promotional and betting products of the company. All the design projects were mainly utilised inside the company's shop across 8 European countries.

- Posters, flyers and banners design.
- Concept and design of betting products and promotional materials.
- Betting slips, shop's furniture and company merchandise.

August 2010 to January 2011

Digital Designer

First Internet Marketing (Manchester, UK)

I was hired at FirstInternet to become responsible for the coordination and production of all the design materials for the agency's clients. My responsibilities were mainly the graphic design and art direction of websites, advertisements, newsletters, brochures, logos and office stationery.

October 2008 to April 2010

Web Graphic Designer

Lakestar Media (Manchester, UK)

At Lakestar Media I was responsible for the design, development and maintenance of all the websites and marketing materials for the company's clients, including:

- Banner campaigns, newsletter, landing pages and websites graphic design.

June 2006 to October 2008

Web Graphic Designer

Promedia Advertising (Manchester, UK)

At Promedia ADV I was responsible for the design, development (PHP) and maintenance of all the company's clients websites. I was also in charge of the development of an internal CMS for the client's website management.

November 2002 to May 2006

Web Developer

GPCWeb Marketing (Naples, Italy)

At GPCWeb I was responsible for the HTML, CSS and PHP development of all company's clients websites and CMS Content Management Systems.

Education

Cognitive Behaviour Therapy CBT Diploma

The Centre of Excellence February 2018

Eating Psychology Diploma Clinical Weight Loss Diploma Body Love Diploma

Eating Disorders Awareness Diploma Addiction Therapy Diploma

The Centre of Excellence During the Year 2016 / 2017

Certified NLP Practitioner

The Coaching Academy June 2015

Certified Life Performance Coaching

The Coaching Academy November 2015

Career Coaching & Motivational Speaker

IAP College 2016

Advanced Graphic Design Diploma

Creative Design School 2013 - 2014 (United Kingdom)

Web Designer / Developer - Course/Stage

Fama Consulting Srl - November 2001 to January 2002 (Italy)

Software Developer - VB, C, C++ Course

Progetto Lavoro School - September 1999 to July 2000 (Italy)

High School Diploma as "Land Surveyor"

ITG G. Porzio - September 1990 to June 1995 (Italy)

Skills & Tools

Graphic design expertise

Websites, UI/UX software and CMS design, brand identities, adverts, brochures, social media design, posters, flyers, postcards, banners, leaflets, corporate stationery, image manipulations, merchandising, magazines, exhibitions and displays, photography, mobile apps, multi-device responsive design, landing pages for client's conversion, corporate presentations.

Software and technologies

Web & Print Design: Adobe Photoshop, Illustrator, InDesign.
Interface Design Tools: Adobe CD, Figma, Sketch, InVision Studio.
Video Editing: Basic Knowledge of Final Cut Pro.

Certified Life Coach

Since October 2016 I am the Managing Director at TheThinkingMind Coaching Ltd a company registered in England and Wales with number 10436953, specialised in Coaching Services for Life Performance and Eating Psychology disorders.

- www.thethinkingmind.org
- www.thinkleanformula.com
- www.theunstoppableachiever.com

Hobbies & Interests

I love coaching and helping people to achieve their most important goals and dreams. Fitness is also another of my passion. I am a certified Insanity Live Instructor. I love writing and reading, I have a big collection of non-fiction and self-development books. I am also interested in travelling when possible, photography, music and food.

Languages

Italian - Native

English - Fluent (Written, Spoken)

Personal Details

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Current Location:

Manchester, United Kingdom

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Portfolio & CV Downloads

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PORTFOLIO AVAILABLE AT:

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