


# ANTONIO ESPOSITO

## SENIOR GRAPHIC DESIGNER

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DOWNLOADABLE PORTFOLIO

<https://antonioesposito.me/ae.pdf> 



### ◆ SKILLS

- :: Brand Identity
- :: Website & App Design
- :: UX / UI Design
- :: Billboards & Advertising
- :: Brochures, Flyers, & Posters
- :: Social Media Campaigns
- :: Presentations
- :: Infographics
- :: Stationery & Collaterals
- :: CRM Design
- :: Photography
- :: Video Editing

### ◆ TOOLS

- :: Adobe Creative Suite (Full)
- :: Design & Prototyping
  - Adobe XD
  - Figma
- :: Video Editing
  - Adobe Premiere Pro
  - Adobe After Effect
  - Final Cut Pro
- :: Digital Photography
- :: Wordpress

### ◆ INTERESTS

- :: Writing & Reading
- :: Life Coaching
- :: Personal Development
- :: Psychology
- :: Running & Cycling
- :: Jazz Music
- :: Travelling
- :: Photography
- :: Collecting Books & Fountain Pens

### ◆ PROFILE

I'm an extremely efficient, creative Senior Graphic Designer with a passion for precision. Every detail of my work is refined and curated with meticulous attention to detail. I've got 15 years of experience in the industry, and I'm driven by innovation and a desire to deliver briefs quickly and efficiently.

As a skilled user of Adobe Creative Suite, I have a proven ability to communicate company messages, missions and values through art and engaging designs.

I am currently looking for a full-time Senior Graphic Designer position.

### ◆ EDUCATION

2000 - 2001

**SW DEVELOPER DIPLOMA C, C++, VB**

Progetto Lavoro, ITA

2003 - 2005

**WEB/GRAPHIC DESIGNER INTERNSHIP**

GPC Web Srl, ITA

2013 - 2014

**ADVANCED GRAPHIC DESIGN DIPLOMA**

Creative Design School, Edinburgh, UK

2014 - 2015

**LIFE COACHING & NLP DIPLOMA**

The Coaching Academy, London, UK

### ◆ WORK & EXPERIENCE

:: **SENIOR GRAPHIC DESIGNER** (contractor / fully remote)

**ERA Expense Reduction Analysts / ERA Group** | Kent, United Kingdom | 2021 - 2024

- Worked collaboratively with the internal graphic design team to produce corporate flyers, brochures and presentations in line with brand guidelines.
- Created infographics, graphs and banners for use by ERA's European franchisees.

:: **LEAD SENIOR GRAPHIC DESIGNER** (contractor)

**ChooseMyCar.com - Caerus Capital Limited** | Manchester, United Kingdom | 2018 - 2023

- Hired at the start-up stage to redesign the web, digital and offline marketing presence for the business.
- Led the production of all graphic design work to encompass all marketing campaigns, including banners, email templates and social media content.
- Enhanced SEO results through the graphic design of hundreds of highly optimised web pages for car finance products.
- Designed professional PowerPoint pitch presentations, brochures and flyers for company partners, investors and employees.

:: **SENIOR GRAPHIC DESIGNER** (contractor)

**Loanable.co.uk** | London, United Kingdom | 2017 - 2018

- Hired at start-up to design and create the company's brand identity, including web, digital and offline marketing presence.
- Enhanced the company website through the graphic redesign of web applications process, web forms and UI components for the Loan Application pages.
- Led the market research, prototyping and graphic design of the Web Application User Experience.

## ◆ INFO

### Place & Date of Birth

Italy, 27 November 1975

### Dual Nationality

Italian

British (since 2013)

### Language

Italian - Native

English - Fluent (W / S)

## ◆ UK ADDRESS

4 Hazel Street, Hazel Grove

SK7 4JR, Stockport

Cheshire

United Kingdom

## ◆ WORK & EXPERIENCE

### :: LEAD SENIOR GRAPHIC DESIGNER (full-time / contractor from 2016)

**Buddy Loans - Advancis Ltd** | Manchester, United Kingdom | 2013 - 2020

- Created the Buddy Loans brand identity: corporate logo, communication materials, collaterals and stationery.
- Designed and produced brand guidelines, including typography, colour palettes and social media graphics.
- Improved the company's web presence by setting up a brand-new website optimised for SEO, CRO and responsive layouts.
- Worked collaboratively with the CEO and development team to create the Buddy Loans internal CRM.
- Led the graphic design of UI components, prototyping of the UX and prototyping of the logic behind the Buddy Loans web app and CRM.
- Enhanced internal and external communication by re-designing brochures, PowerPoint presentations, infographics, legal documents, investor presentation pitches and training materials.

### :: HEAD OF DESIGN (full-time)

**Kudos Web Design Ltd** | Manchester, United Kingdom | April - July 2013

- Line management responsibilities for a Junior Designer, including supervision of web projects, improving overall workflow and enhancing the design thinking process.
- Transformed briefs from company clients into highly optimised web projects.

### :: SENIOR GRAPHIC DESIGNER (full-time)

**Stanleybet** | Liverpool, United Kingdom | 2011 - 2013

- Worked collaboratively with the marketing team under the direction of the Lead Creative.
- Led the graphic design of printed and off-line betting products, including betting slips, posters, product campaigns and promotional materials for shops.
- Contributed to improvements to the graphic design workflow and communication between the design department and European managers.

### :: DIGITAL DESIGNER (full-time)

**First Internet Digital Marketing** | Manchester, United Kingdom | 2010 - 2011

- First port of call for designing websites, landing pages, web applications, and email marketing templates for agency clients and First Internet internal marketing campaigns.
- Provided professional creative insight, UX skills and UI experience to the development team.

### :: WEB GRAPHIC DESIGNER / DEVELOPER

**Various Employers** | Italy / United Kingdom | 2000 - 2010

- Web Graphic Designer / Developer (HTML, CSS, PHP, ASP, MySQL, Javascript) full-time and contractor for the following companies:
  - Lake Star Media, Manchester, UK
  - Promedia Advertising, Stockport, UK
  - GPC Web Srl - Naples, Italy
  - FAMA Consulting Srl - Milan, Italy



### Important note:

I was born in Italy, but since 2014 I am in possession of a British Passport, therefore I am fully authorised to work and live in the United Kingdom without the need of providing any VISA or work permit.

## ◆ WEB & SOCIAL MEDIA



<https://antonioesposito.me/>

<https://www.antonioespositocoaching.com/>



<https://www.linkedin.com/in/antonioesposito/>



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