

Antonio Esposito

SENIOR GRAPHIC DESIGNER

WORK EXPERIENCE

◆ HEAD OF DESIGN/SENIOR DESIGNER (contractor / hybrid / remote)

2018 | 2023 - Caerus Capital Limited - ChooseMyCar - Manchester, UK

Hired as Head of Design for this company specialised in Car Finance products, same as for Buddy Loans, I was responsible for the design and the management of all the web, print, online and offline creative projects.

◆ SENIOR GRAPHIC DESIGNER (contractor / remote)

2021 | 2023 - Expense Reduction Analysts - London, UK

As a Senior Graphic Designer at ERA I was responsible for the design of some of their marketing materials (digital and print). The main tasks assigned were related to the design of brochures, flyers, banner campaigns and infographics for their European franchisees.

◆ SENIOR GRAPHIC DESIGNER (full-time / in-office)

2013 | 2020 - Advancis Ltd - Buddy Loans - Manchester, UK

As a Senior Graphic Designer I was responsible for the development, the prototyping and the graphic design of all the financial products of the company both, online and off-line.

Key responsibilities for the above roles:

- Brand and corporate identity;
- Concept, prototyping and designs of all the corporate websites;
- UX / UI design of web and mobile applications;
- UX / UI prototype and design of internal CRM.
- Design of landing pages for CRO - Conversion Rate Optimization;
- Design of marketing materials (digital and print) - Newsletter campaigns, web and social media banners, brochures, flyers, infographics;
- Design of stationery and all the corporate materials including: PowerPoint presentations, investors pitches, employees training materials, letterheads, business cards, invoices, legal documents and contracts.

◆ SENIOR GRAPHIC DESIGNER (contractor / remote)

2017 | 2018 - Loanable Ltd - London, UK

I was hired as a Senior Graphic Designer to work closely with the company CEO to design all the web, corporate and marketing materials for the start-up.



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ADDRESS

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EDUCATION

2014 - 2015

**LIFE COACHING DIPLOMA
NLP PRACTITIONER DIPLOMA**

The Coaching Academy, London, UK

2013 - 2014

**ADVANCED GRAPHIC DESIGN
DIPLOMA**

Creative Design School, Edinburgh, UK

2002 - 2003

**WEB DEVELOPER COURSE/STAGE
HTML, CSS, ASP, MySQL**

FAMA Consulting Srl, Milan, Italy

2000 - 2001

**SOFTWARE DEVELOPER C, C++
VISUAL BASIC DIPLOMA**

Progetto Lavoro Srl, Naples, Italy

1990 - 1995

LAND SURVEYING DIPLOMA

ITG De Sanctis, Naples, Italy

EXPERTISE

- Brand Identity
- Website & App Design
- UX / UI
- CRM Prototyping & Design
- Marketing Materials
- Social Media Campaigns
- Presentations & Infographics
- Stationery & Collaterals
- Photography
- Video Editing

WORK EXPERIENCE

◆ HEAD OF DESIGN (full-time / in-office)

2013 - Kudos Web Design Ltd - Manchester, UK

I was hired at Kudos Web Design as a Head of the creative department and I was responsible for the initial meeting with the clients and for the design of web and landing pages, e-commerce websites and marketing materials.

◆ SENIOR GRAPHIC DESIGNER (full-time / in-office)

2011 | 2013 - Stanleybet - 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.

◆ DIGITAL DESIGNER (full-time / in-office)

2010 | 2011 - First Internet Digital Marketing - Manchester, UK

I was hired at First Internet 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.

◆ WEB & GRAPHIC DESIGNER (full-time / in-office)

2008 | 2010 - Lake Star 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.

◆ WEB DEVELOPER (full-time / in-office)

2006 | 2008 - Promedia Advertising - Stockport, 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.

◆ WEB DEVELOPER (contractor / in-office)

2002 | 2005 - GPC Web Marketing - Naples, Italy

At GPCWeb I was responsible for the development of web pages using HTML, CSS, JavaScript and for the development of CRMs for some of their main clients. I was mainly working with Microsoft ASP, PHP and MySQL DB.

 **PORTFOLIO (September 2023)**
<https://antonioesposito.me/ae.pdf>

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LINKEDIN

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◆ TOOLS

- Adobe Creative Suite
- Design & Prototyping
 - Adobe XD,
 - Figma
- Video Editing
 - Adobe Premiere Pro,
 - Adobe After Effect
 - Final Cut Pro
- Digital Photography

◆ LANGUAGES

- Italian - Native
- English - Fluent (W/S)

◆ INFO

- Place & Date of Birth
Italy, 27 November 1975
- Dual Nationality
Italian / British (Naturalised 2013)

◆ INTERESTS

- Writing, Reading, Life Coaching, Personal Development, Psychology, Running & Cycling, Jazz Music, Travelling, Photography, Collecting Books, Fountain Pens, Antiques and of course, Food!