



# Aurora Gabbianelli

## Graphic Designer

### About Me

I'm a multi-skilled Artist & Graphic Designer, based in London, working on branding, UI/UX Design, Marketing strategy, Print, Illustration and Arts & Craft, with 10+ years experience in the field, I skillfully explore and cultivate innovative ideas and stay abreast of emerging trends, experiment new art and design techniques to innovate and stretch the boundaries of design.

Professional, passionate and visionary, always focused on the big picture and final objectives, with excellent leading, project management and problem solving skills.

My background demonstrates consistent creative success within a wide range of industries, projects and clients. Accomplished the Adecco Group UK & IE Marketing award 2021.

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### Education

BFA

**Bachelor of Fine Arts**

Faculty of Graphic Arts  
and Design.

Accademia di belle arti di Roma.

**Graduated with Honour.**

High School Degree

Shape International School,  
U.S. Section Belgium NATO

### Skills

**Design: Mastered in all the (CC)**

**Adobe Creative Cloud Suite,**

Figma, Sketch, Office package,

Astropad, Final cut, Smart shooter

**Standard Web coding, HTML**

**& CSS. UX/UI Designer**

**Project Management**

(Workfront, Asana, Harvest, Trello  
etc)

**Marketing Strategy**

**Data analysis** Google analytics,  
Mouseflow etc.

### Work Experiences

#### SENIOR GRAPHIC DESIGNER & UX

#### The Adecco Group - March 2020 - To Present

- Lead of the London design team and all projects and campaigns, collaborating with the marketing team and the wider marketing operations.
- Brand guardian for all UK & IE Group and sister brands.
- Worked closely with the Marketing Operations Centre in Prague to supervise the UK design output and collaborated with Wildfire digital to support and supervise the websites development and activities.
- Designed and developed digital projects such as videos, websites (all devices), microsites, email campaigns, etc. creating sitemap, wireframes, prototypes and workflow schematics.
- Envisioned the UX & UI experience for new products and features, as well as enhance it, through usability testing, analytics, mouseflow and datas. Presented design plans, marketing strategy concepts and communicated project ideas and functionality
- Represented the UK design function in senior management meetings, and with the Global team
- Managed multiple high-priority projects and deadlines, taking appropriate initiative.

Resilience under pressure and against deadlines

Problem solver/Solution finder

Visual storytellers, thinking big

### **Deliver results**

Accuracy and attention to details

### **Awareness of current trends in advertising, media and design**

Advanced communication and presentation skills

Curiosity and desire to always improve and learn new things

### **Managerial and Leadership**

Ability to take initiative

Strong judgment & good instinct

### **Experienced with Startups, Freelance and large scale companies**

### **Awards**

Marketing Award for Design 2021 - The Adecco Group UK & IE

### **Languages**

Italian - Mother Language

English - Professional

French - Beginner

### **Drive Licence**

UK Patent B

### **Interests**

Art & Design

Photography

Fashion & Internal Design

Books

Travel & Nature

Video Games & Consoles

## **ART DIRECTOR - Amelia Allbright**

*Estée Lauder Companies*

December 2019 - February 2020 FTC

- Establish the brand overall look/style, identity and tone of voice through compositions prep, mood and storyboards, analysing the brand marketing strategy, storytelling and the desired customer experience.
- Manage marketing campaigns, packaging design for primary components, cartons and kits aligned with the brand's purpose, windows display, website UI/UX, editorial, social, events, etc.
- Manage the creative process, productivity, quality, budgets and timelines through attentive planning. Leased with contractors, and manufacturers on development of prototypes, sample approval etc.
- Collaborated with the rest of the Marketing team, attending meetings discussing the overall results, future campaigns, deadlines etc.
- Foster an environment of multidisciplinary collaboration, innovation and creative problem-solving, provide inspiration, guidance, support and direction to the team.
- Remaining up to date on current beauty industry communication trends and ahead of competitors.

## ◆ **ART DIRECTOR - Craft Coin Company**

April 2019 - August 2019

- Developed the overall brand identity throughout realization, Ideate design and marketing solution that effectively solved problems and achieved advertising goals.
- App Design, Websites design and development, Wireframes and prototyping, video creation and editing for various channels, social media, newsletters, email campaigns, Product/packaging and other materials.
- Lead the creative team to assure brand consistency. Setted up weekly meetings with the operations manager to determine future projects and strategy, providing deadline estimates, resulting in excellent workflow.
- Created and managed the company project stock and library. Supervised the recruitment of the members of the creative team. Presented design and concepts to the company CEO.

◆ **SENIOR GRAPHIC DESIGNER - Igniter100 - [www.igniter100.com](http://www.igniter100.com)**  
June 2018 - April 2019

- Responsible for all design, websites, platforms and social medial of Igniter100 and all its sub brands and assets. Refreshed all visual elements, logos, illustrations, infographics, presentations, digital banners etc. to help deliver the desired messages and improve usability.
- Created innovative campaigns, branding strategies and out of the box concepts to effectively reach out to the target audience. Managed the design aspect of the company B2B service and created new Brand Identity for new clients when requested.
- Managed the workflow efficiently and took responsibility for timings and delivery. Met with clients to determine the design brief and the scope of projects.
- Supported and supervised the execution of the developers team. Reviewed all designs collateral from every department for brand consistency and before printing or publishing. Presented all design concepts to clients and CEO.

**MIDWEIGHT GRAPHIC DESIGNER - Callprint**  
April 2017 - May 2018

- Lead the design development and the print production, internal and external, determined strategy and designs for annual marketing campaigns, proposed concepts for new branding projects.
- Created social media, web-designs, web platforms, newsletters, email campaigns, logos, business cards, flyers, posters, banners, maps, guides, folders, decorative designs, patterns, office indoor branding, outdoor branding, packagings and many other materials.
- Photo editing, photo retouching, and digital photography. Illustrations for different purposes (Wacom Graphic Tablet). Managed multiple projects or tasks within set timelines, also while under pressure and within tight time frame.
- Managed and created client basis projects (B2B), presenting proposals with new ideas and also with limited directions. Dealing and Meeting with clients, prepared estimates and quotes to set prices and timings for the required jobs.
- Collaborated with the other members of the creative team to share ideas and advices, with the sales team and the printing department for an efficient and complete workflow and also with the other callprint branches to ensure the brand consistency.

**JUNIOR EDITORIAL GRAPHIC DESIGNER INTERNSHIP**

*DWHA Destination Wedding & Honeymoon Abroad* - [dwha.co.uk](http://dwha.co.uk) - March 2017

- Editorial Design and Publishing, magazine layout and visual aesthetics, picture editing, photo retouching, cut outs.
  - Organised the rudder and the monthly publishing schedule, setted up and followed the printing process.
  - Collaborated on studio photo shoots (editorial, portraits, still life, fashion), professional lighting setup, Photo editing, colour correction and retouching.
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