

Giuseppe Cacciatore

CREATIVE LEAD / SENIOR DESIGNER

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Portfolio: giuseppecacciatore.co.uk

I am a designer with expertise across various industries, a focus on effective solutions, clear aesthetics and a proven track record of corporate and B2B design work.

I work with a wide range of design tools to deliver everything from digital design, websites, infographics, print collateral, video, branding, advertising and events.

I have experience managing and mentoring designers, collaborating on large-scale projects involving multiple stakeholders.

On the communication side, my experience includes working directly with c-level stakeholders, pitching ideas and managing feedback.

I have highly conceptual skills and I can turn complex briefs into effective visuals, being hands-on both in terms of execution and direction.

Education

University of Fine Arts | Palermo, Italy
BA (Hons.) Graphic Design

The School of UX Design | London
UX & Prototyping

ArteDiez Art School | Madrid
Graphic Design

HubSpot | Online
HubSpot Certified Designer

Work Experience

1E

Digital Design Lead | January 2019 – Present

Leading and managing the in-house creative team across multiple time zones and successfully delivering large scale marketing activities. Owning the brand guidelines, visual language and corporate website. Working directly with c-level stakeholders, pitching ideas and managing feedback.

Senior Multimedia Designer | October 2016 – December 2018

Producing a wide range of creative content for marketing activities across multiple channels and industry verticals. Designing everything from wireframes to websites, newsletters and visual assets for marketing campaigns, exhibition stands, digital banners and customer case study videos.

Miura

Senior Designer | June – September 2016

Designing various creative products across multiple industries, such as maritime, construction, urban regeneration and education. Producing responsive websites, e-commerce platforms and advertising across digital and print. Working directly with clients, managing feedback and deadlines. Experience mentoring junior creatives and organising their workload.

Designer | March 2013 – June 2016

Working on a wide range of creative deliverables, including advertising campaigns, corporate reports, branding and websites for major B2B clients. Collaborating on large scale design projects involving multiple stakeholders. Working on side projects, such as digital platforms for charities in health and education as well as defining the internal branding and digital presence.

Gomez & Mortisia ADV

Designer | August 2012 – February 2013

Designing visual layouts for lifestyle and business magazines. Working on CMS based websites for companies across various industries, nurturing communication with clients and managing production deadlines. Delivering a wide range of advertising assets across newspapers, magazines, billboards and POS.

mammasonica

Designer | January – March 2012

Working on a wide range of experimental design projects: from video mapping to digital animations and performing arts. Designing logos, brand guidelines and websites for local companies. Responsible for managing the daily studio activities, client communications and mentoring a team of interns.

Freelance

Design Consultant | 2012 – Present

Everything from fashion to wedding invitations, brand identities and a BAFTA winner's website and showreel.

Professional references available upon request.