

# Giorgia Di Vita

## Senior Graphic Designer

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📍 Bristol, UK

## PROFILE

Multidisciplinary Senior Graphic Designer with a strong background in brand development and over 10 years of industry experience. Cultivated excellent leadership skills in cross-functional design teams, collaborating seamlessly to deliver modern and compelling graphic design solutions throughout entire project lifecycles.

## SOFTWARE

- Adobe InDesign
- Adobe Illustrator
- Adobe InCopy
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere
- Ajar Productions in5
- Storyline & RISE 360
- ExactTarget
- Marketo
- WordPress
- SharePoint
- MS Word/ Powerpoint
- JIRA Software
- NVDA
- Canva

## WORK HISTORY

### WILMINGTON PLC | Senior Creative Designer Sep 2016 - Aug 2023

- **Summary:** Led a range of design projects including:
  - Interactive online documents
  - Accessibility PDFs and reviews
  - E-learning courses
  - Brand identity projects
  - Annual reports and magazines
  - Conferences & events materials
  - Email templates on ExactTarget and Marketo
  - and other diverse graphic design services.
- **Branding and identity development:** Successfully revitalised Wilmington-based companies' brand identities through strategic initiatives, fostering brand refresh, evolution, and revolution.
- Played a pivotal role in exposing the four company core values through designing versatile logo designs used across a variety of formats and products.
- Offered solutions to boost exposure of the new values through conceptualising the motion graphic animation used by the PLC worldwide.
- **Creative direction:** Instrumental in ensuring internal design concepts aligned with brand guidelines and objectives, considering UX and accessibility requirements.
- Implemented team quality control measures to maintain design standards.
- Upheld brand product uniformity by conducting frequent cross-departmental reviews, reaching out to teams to assess their output and delivering constructive solutions for continuous improvement.
- **Team management:** Conducted daily meetings to prioritise and delegate work, maintaining regular communication with program managers to discuss requirements, ensuring consistent on-time delivery.
- Assumed management duties over a 6 month period, training and mentoring a new manager on internal processes and workflow.
- **Design process enhancement:** Proactively streamlined various processes such as implementing universal file coding systems for all clients, and organising brand asset libraries for company-wide instant access.
- Shared best practices across teams, optimising efficiency and enabling seamless collaboration.
- **Client management:** Transitioned clients from external agencies to our in-house team by nurturing strong relationships, resulting in company savings of up to 80% per project.
- Interfaced with clients to understand design needs, leading meetings and effectively communicating design concepts, strategies, and project progress.
- Generated positive testimonials, securing new contracts from other companies within the group.

## WORK HISTORY (continued)

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### **ONEWORKS | Graphic Designer & Video Editor**

Jul - Aug 2016

- Collaboratively produced an animated 3D video for the expansion of Milano-Bergamo International Airport while independently handling motion graphics and video editing.

### **AXD Studio | Graphic Designer**

Apr - Jun 2016

- Designed a striking WordPress website for a Milan architecture studio, enhancing their online presence and showcasing their portfolio and expertise.

### **BBC | Work Experience**

Nov - Dec 2015

- Provided comprehensive support to the production team for a 60-minute John Lewis documentary, including material logistics, interview preparation, call sheets and logging, as well as camera operator assistant and boom operator.

### **ONEWORKS | Artworker**

Oct - Dec 2015

- Produced artworks for an architectural design proposal encompassing two shopping malls in France, in collaboration with a Milan-based architecture studio.

### **SCOPRI | Graphic Designer**

Sep - Nov 2015

- Crafted artwork, mascot, and packaging for a new line of male underwear boxes, infusing the client's existing brand with novel design elements to invigorate its identity and captivate a young target audience.

### **AUTOSCUOLA ELENA | Graphic Designer**

Jul 2015

- Created large eye-catching and window vinyl banners, engaging advertising posters and leaflets for a Palermo-based driving school, resulting in increased sales and a wider customer base.

### **UMBRO | Executive Producer, Screenplayer, Director, Camera Operator and Video Editor**

Dec 2014 - Feb 2015

- Wrote scripts for two sports commercials, developed their visual concepts, coordinated location scouting and management, organised logistics and shooting schedules, and personally conducted the filming and editing.

### **SCOPRI | Graphic Designer**

Sep - Dec 2014

- Managed the design and development of packaging and product branding for a new line of socks covering women's, men's, and children's styles.
- Created the design for the company's blog.

### **ALBANESI PRODUCTION | Film Runner**

May 2014 - Jun 2014

- Responsibilities included digitising video, capturing backstage footage, and ensuring seamless scheduling and logistics for deliveries and pickups.

## TRAINING & EDUCATION

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### **In house training - Highlander.com**

2020-2023

- Illustrator Advanced
- Indesign Advanced
- Indesign & In5 - Digital Publications
- Accessible Pdf techniques
- Digital Accessibility

### **ROMEUR ACADEMY**

Rome 2012-2013

- M.A. in Cinema and TV
- Workshop in Direction of Photography
- Graduated with honours

### **BRERA - ACADEMY OF FINE ARTS**

Milan 2008-2012

- B.F.A in New Technology for Art
- Graduated with honours

## LANGUAGES

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English: Fluent

French: Intermediate

Italian: Native

Spanish: Beginner

## INTERESTS

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- Designing canvas art and illustrations
- Learning Spanish
- Playing the piano
- Conceptual photography
- DIY projects