

As a creative and human-centered **Senior Motion Brand Designer**, my work is guided by an innate curiosity and a relentless pursuit of captivating solutions for brands. With a decade of experience in the dynamic motion and graphic design industry, I’ve honed my skills to be highly effective. I offer a unique blend of creativity and strategic thinking to elevate your brand. My passion is in crafting visuals that not only captivate but precisely convey your message.

Work Experience

Senior Motion Designer

Spotify, London • May 2024 - Present

I lead motion design initiatives within collaborative brand projects, driving creative strategies, developing concepts, and shaping art direction to deliver dynamic and engaging visual storytelling across Spotify’s platforms.

Senior Brand Designer

Sky UK, Isleworth • Dec 2022 - April 2024

I contribute to collaborative brand design efforts, actively shaping strategies, ideating projects, and participating in art direction to enhance the visual narrative for impactful brand experiences.

Lead Motion Designer

Looping Group, London • Sept 2021 - Dec 2022

As the lead Motion Designer for BMW, I mentored junior designers and played a key role in shaping the motion design identity and toolkit for the brand across all platforms.

Senior Motion Designer

We Are Social, London • Sept 2018 - Sept 2021

I was deeply hands-on, blending illustration, storyboarding, and animation to breathe life into compelling narratives. I played a pivotal role in crafting and animating engaging stories for organic lead campaigns.

Animator

Leo Learning, London • April 2018 - Sept 2018

I worked on creating animations in various illustrative styles for e-learning courses. I guided stories from storyboarding to illustrating, animating, and final rendering to deliver clean and easily understandable informative content.

Motion Graphic Designer

Sky Italy, Milan • Jan 2017 - Mar 2018

At Sky, I created promotional animations for two Italian channels. Later, I led the motion graphic identity for the “EPCC” Italian talk show, handling everything from props to logos and on-screen motion pieces.

Motion Graphic Designer

Sugo Design TV, Milan • Aug 2014 - Mar 2017

As a motion designer in a studio immersed in the music industry, I crafted visuals and music videos for influential Italian artists. Accompanying them on national tours, I mastered the fundamentals of motion graphics and post-production.

Skills

Fundamentals

Motion Graphics, Animation techniques, VFX, Video Editing, Post-Production, Illustration, Typography, Graphic Design, Colour Theory, Print, Digital, Compositing, Retouching, Colour Grading, Strategy and Storyboarding.

Tools

Adobe After Effects, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Webflow, Microsoft Office, Powerpoint, Keynote, Sharepoint.

Interpersonal

Motivation, Passionate, Patient, Detail-oriented, Communication, Collaboration, Mentorship, Team Lead, Managing Conflict, Resourcing, Scoping, Pro-active, Creative, Curious.

Education

Bachelor of Graphic Design & Visual Communication

Istituto Europeo di Design, IED Milano, Italy
2011 - 2014