

HI! I am a creative and versatile integrated senior designer based in London, with 12 year's experience in the creative industry.

My background includes designing and implementing effective creative projects **from concept through to completion** for a variety of high-profile clients. With expertise in design software applications, design teams management, along with my ability to collaborate effectively with clients, peers, and senior management teams—I am confident that my talents and abilities will benefit your design studio and any of your clients.

Here is a list of **DISCIPLINES** I have gained and improved throughout the course of my professional experience;

GRAPHIC DESIGN PRINT AND DIGITAL, TEAM MANAGEMENT, CONCEPT IDEATION, RESEARCH AND LOOK AND FEEL, BRANDING AND LOGO DESIGN, EVENTS AND EXHIBITION DESIGN, SIGNAGE AND WAYFINDING DESIGN, EXPERIENTIAL MARKETING, BRAND ACTIVATIONS, SPACE AND ENVIRONMENTAL DESIGN, PROMOTIONAL GRAPHIC DESIGN FOR WEB, SOCIAL MEDIA AND PRINT, HAND-SKETCHES AND ILLUSTRATIONS, PATTERN DESIGN.

Few of the **BRANDS** I worked for:

MAGNUM ICE CREAM, BEN & JERRY'S, CAMPARI, GUINNESS, EAT NATURAL, INNIS & GUNN, WALL'S ICE CREAM, HOVIS, SIPSMITH GIN, TESCO, UNILEVER, CLERKENWELL DESIGN WEEK, THE IDEAL HOME SHOW, 100% DESIGN (PART OF THE LONDON DESIGN FESTIVAL), PELOTON, NOTONTHEHIGHSTREET....AND MORE...

Few of the **DESIGN AGENCIES** I worked for:

HOT PICKLE, AVANTGARDE, GEORGE P. JOHNSON, HAYGARTH, MEDIA 10, THIS IS BEYOND...AND MORE...

Please visit my portfolio at **www.giadaperi.com** to see samples of my work. I am looking forward to hearing from you soon.

Regards,
Giada Peri

GIADA PERI

SENIOR DESIGNER

Hi! I am a creative and versatile integrated senior designer based in London, with 12 year's experience in the creative industry working with a wide range of high-profile clients across the UK. I'm ambition and passion driven. Every one of my projects is treated with a bespoke approach using thought, insight, and focus on the audience to create designs that make an impact.

SKILLS

Adobe Photoshop, Illustrator and InDesign - Excellent

Hand-sketching and illustration - Good

Powerpoint and Keynote - Good

Sketch Up 3D - Beginner

DISCIPLINES

GRAPHIC DESIGN PRINT AND DIGITAL, TEAM MANAGEMENT, CONCEPT IDEATION, RESEARCH AND LOOK AND FEEL, BRANDING AND LOGO DESIGN, EVENTS AND EXHIBITION DESIGN, SIGNAGE AND WAYFINDING DESIGN, EXPERIENTIAL MARKETING, BRAND ACTIVATIONS, SPACE AND ENVIRONMENTAL DESIGN, PROMOTIONAL GRAPHIC DESIGN FOR WEB, SOCIAL MEDIA AND PRINT, HAND-SKETCHES AND ILLUSTRATIONS, PATTERN DESIGN.

WORK EXPERIENCE

FREELANCE SENIOR DESIGNER

April 2019 - Today

Working both solo and as team member for multiple design agencies and in-house design studios including Notonthehighstreet.com, Cisco Live at GPJ agency, Avantgarde, Peloton and more... Providing my professional expertise to solve creatively and successfully every of my clients design needs.

HOT PICKLE

Award winning Brand Experience Agency. London

SENIOR DESIGNER AND DESIGN TEAM LEAD

July 2017 - March 2019

My role at Hot Pickle was a combination of creative lead, design team manager and senior designer. Working directly with creative directors, account directors and production directors I was responsible for; strategic concept ideation, look and feel, pitch presentations design, development of each project from conception to completion.

Working with major international brands such as; Magnum, Ben & Jerry's, Campari, Guinness, Eat Natural, Innis & Gunn, Wall's Ice Cream, Hovis, Sipsmith gin, Tesco, Unilever....I helped create a variety of striking experiences, from creative brand activations to pop-up stores.

GIADA PERI

SENIOR DESIGNER

WORK EXPERIENCE

THIS IS BEYOND

Exhibitions & Events Company - High-end travel industry. London

CREATIVE GRAPHIC DESIGNER

November 2015 - July 2017

At TIB I worked within the in-house creative team as creative graphic designer.

My role included creation of campaign creatives from conception to completion, creation of events look and feel, experiential activations from concept to final installation and design of promotional and sales driven materials for both print, web and social media.

MEDIA 10 LTD

Award winning media, events and experiences Company. London

MW GRAPHIC DESIGNER

November 2012 - November 2015

At Media 10 Ltd I was part of a strong team of 10 designers. My role included Creation of campaign creatives from conception to completion, design pitch presentations, collaboration with web and UI developers, creation of promotional and sales driven materials, wayfinding signage design for exhibitions, web banners design, newsletter and social media design.

AT MEDIA 10 LTD I HAVE WORKED ON BRANDS LIKE

100% Design, Clerkenwell Design Week, Grand Designs Live, The Ideal Home Show, the Queens Royal Coronation Festival 2013 and more...

THE COLLECTION LOUNGE LTD

Private Events. London

JUNIOR GRAPHIC DESIGNER

October 2011 - November 2012

ADVANCED SOLUTIONS IN MOTION SRL

Communication and Marketing Agency. Milan

JUNIOR GRAPHIC DESIGNER

September 2009 - October 2011