



www.damianildo.com  
www.damianomoretti.photography

## PROFILE

## EXPERIENCE

# DAMIANO MORETTI

## CREATIVE DESIGNER

+44(0) 7849920833 @ info@damianildo.com

<https://uk.linkedin.com/in/damianomoretti/>

damianildo

I am a Visual Content Creator who specializes in photography, graphic and web design. My experience ranges from brand identity to marketing & content creation. My imprint can be seen in the works I produce, which tell about my absolut aesthetic flair and originality. I am creative at heart, passionate and capable of delivering results under pressure and within strict deadlines. I enjoy equally working independently and being part of a team. A Creative Designer with extensive experience with both clients and platforms, able to deliver smart ideas and visual strategies for brands and their target markets. My interest and awareness to new and incoming trends makes me a precious addition to any thriving creative environment.

### CREATIVE MANAGER

2017 - Present

SQ Professional, London, UK

Position: Creative Manager - Creative designer, Web designer, Senior photographer & Senior Graphic designer) leading a team of four

#### As a Designer

- Creating and managing branding and visual content on the company **websites** and **apps**
- Creating visual content and assets designed for: **websites - exhibitions - marketing - advertising**
- Art-directing, shooting and post-producing **commercial and lifestyle photography-video** intended for: **packaging - websites - catalogues - marketing - advertising**
- Designing and developing responsive email layouts for e-marketing
- Dealing and coordinating with printers, suppliers and other teams (buyers, marketing and sales)
- Uncovering new ways to incorporate emerging and new media formats into campaigns

#### As a Manager

- Reviewing the work of designers and providing direction and feedback
- Organising tasks and time management
- Introducing and applying expert direction to the visual elements of creative projects
- Developing product packaging, coordinating project development, designing commercial and advertising artworks as **guidelines**
- Inspiring and motivating the team to be creatively progressive, through the application of inventive visual work
- Ensuring a **high standard of visual execution** across all media and campaigns

**Achievements:** Introducing "Consistency" and "Brand Enhancement" concepts across all the media and workflows helped to rise the company's brand reputation on the market of the 45%. The re-branding process and marketing strategy had a major role as well. Introducing lifestyle photography plus a more conceptual graphic approach to the visual appearance on packaging and assets. Creating workflows and guidelines for the team helped to speed up the development process of the 25%.

### CREATIVE DESIGNER

2015 - 2017

Sabichi Homewares, London, UK

Position: Creative Designer (Web designer/developer, photographer & graphic designer)

- Managing the company websites (Magento, HTML, CSS, PHP, CMS)
- Designing and developing front-end web assets for the company retail e-shops
- Creating graphic design content for: **websites - email - marketing**
- Shooting and post-producing commercial and lifestyle photography intended for: **packaging - websites - catalogues - marketing**
- Developing product packaging, designing commercial and advertising artworks
- Designing responsive email layouts for e-marketing

**Achievements:** Granting the same quality standard for the three roles covered (web-photo-graphic) helped the company to save on both costs and time. Delivering outstanding design concepts improved the company's relationships with big brands such as Debenhams and Argos.

## EXPERIENCE

### PHOTOGRAPHER-WEB/GRAPHIC DESIGNER

1995 - 2014

Freelance, Milan, Italy

Position: Senior Photographer, Web Designer and Website Administrator

- Shooting commercial and lifestyle photography with both view camera and DSLR.
- Specialized in: fashion - lifestyle - product photography - travel photography
- Creating responsive design for websites and email marketing
- Designing and developing digital assets for website development
- Managing websites (indexing, hosting, SEO optimization)

**Achievements:** Worked as a fashion and travel photographer with international clients such as Glamour and Visit Britain. Helped many small/medium companies with offline and online presence and visual. Developed (HTML-CSS-Wordpress) hundreds of responsive and SEO optimized websites.

### WEB SPECIALIST-VISUALIZER

2014 - 2015

Sifà, Milan, Italy

### NETWORK-SECURITY SPECIALIST

2011 - 2015

ADS-WIND/H3G, Milan, Italy

### IT CONSULTANT

2008 - 2011

Sirti-Telecom, Milan, Italy

### SERVER ADMINISTRATOR

2001 - 2008

HP Hewlett Packard, Milan, Italy

### GRAPHIC DESIGNER

1998 - 2000

Unilever, Lodi, Italy

## EDUCATION

### CREATIVE:

#### EMAIL MARKETING 2016

Pure360, London  
Certification. Training

#### MARKETING ONLINE 2013

Ninja Marketing, Italy  
Certification. Training

#### ADOBE LIGHTROOM 2010

Nikon School, Milan, Italy  
Certification. Training

#### QUARK EXPRESS 2008

Oxxi, Cremona, Italy  
Certification. Training

#### ADOBE ILLUSTRATOR 2005

Tecnomedia, Milan, Italy  
Certification. Training

#### WEB DESIGNER 2001

Tecnomedia Institute, Milan, Italy  
Diploma. Web Design,  
Web Graphic Design

#### VISUALIZER 1996

Consortile del Lodigiano, Milan, Italy  
Diploma. Studio/Still-life Photography,  
Advertising Graphic Technology

### IT:

#### FIREWALL SECURITY 2011

H3G, Milan, Italy  
Certification. Cisco firewall

#### MY-SQL 2010

Sirti, Milan, Italy  
Certification. Database

#### UNIX-LINUX 2008

Sirti, Milan, Italy  
Certification. Operating systems

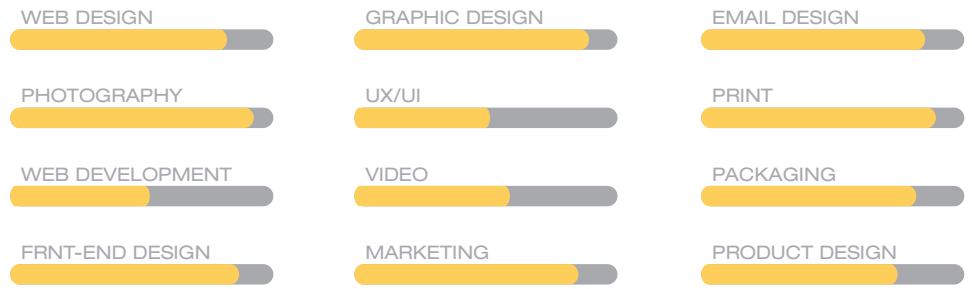
#### NETWORKING 2003

Hewlett Packard, Milan, Italy  
Certification. Enterprise LAN devices

#### WINDOWS SPECIALIST 2003

Hewlett Packard, Milan, Italy  
Certification. Windows 2000,  
Windows Server, Clustering

## SKILLS



DESIGN



CONCEPTS



TEAMWORK



DIRECTION



MANAGEMENT

## SOFTWARE



## HOBBIES

TRAVEL - DESIGN - ART - ELECTRIC GUITAR - CINEMA