

# DAMIANO MORETTI

ART DIRECTOR & CREATIVE MANAGER

[www.damianildo.com](http://www.damianildo.com)

Senior Creative Leader | End-to-End Brand Strategy | AI-Driven Digital Transformation | E-commerce | Marketing & Comms

## PROFILE

An innovative Art Director with extensive experience in branding, visual identity, digital marketing, and e-commerce. I specialise in developing compelling brand narratives and high-impact visual strategies—enhanced by my certifications in Adobe Creative Cloud and latest AI technologies (Agents / Gemini / Firefly / Copilot / ChatGPT / Claude / Google AI Studio).

With a balanced blend of creative and technical expertise, I mentor and lead teams to deliver exceptional results, leveraging emerging technologies (generative AI / AI Agents / Vibe Coding) and specialising in digital transformation and creative operations optimisation to streamline workflows and create cutting-edge content.

I bridge strategy and hands-on implementation. I thrive under pressure and am passionate about translating complex ideas into visually stunning and effective campaigns, utilising strategic storytelling to connect with audiences. My experience spans delivering compliant creative work from FCA regulated business to high-volume content for FMCG and DTC brands.

## Creative Direction & Branding:

Brand Strategy, Presentation & Pitch Design, Visual Identity, Visual Storytelling, Art Direction, Infographic & Data Visualisation, Template Systems, Graphic Design.

## Digital Marketing & E-commerce:

Multi-channel Production, Campaign Management, Stakeholder Communications, TTL Campaigns, Content Creation, CRM, OKR, Data-led strategies, Digital-First Strategy, SEO/SEM/GEO, Email & Affiliate Marketing, FCA Compliance.

## AI & Technology Integration:

Microsoft Azure and 365, AI Workflow Optimisation (Firefly, ChatGPT), UI/UX, Adobe Creative Suite, Systems & Project Management, Copilot.

## Leadership & Management:

Team Leadership, C-Suite, Cross-functional Collaboration, Senior Client Advisory, Vendor Management.

## EXPERIENCE

### Art Director | Signature Cookware, London, UK | 2023-Present

Led a team of seven across Web, Design, and Marketing, driving all visual content and brand strategy.

Directed end-to-end visual content creation, overseeing brand assets for web, print, e-marketing campaigns, and exhibitions, ensuring a cohesive and high-quality brand presence.

Led e-commerce and marketplace image optimisation across platforms like Shopify, Amazon, TikTok, and Wayfair, leading to a 15% increase in B2C sales and a significant spike in marketplace revenues.

Introduced and integrated AI tools (Firefly, Sora, ChatGPT) into creative workflows, drastically reducing asset creation time and allowing for rapid, innovative content development.

Led the full redesign and development of B2B websites, transitioning to dynamic platforms that resulted in a 25% saving in time for stock updates and improved SEO performance.

Art-directed, shot, and post-produced commercial and lifestyle photography and videography for packaging, e-commerce, and advertising, elevating the company's visual appeal.

Developed and launched new sub-brands and collections, delivering a 15% uplift in sales by optimising for specific customer personas.

### Head of Communications & Tech | Furness Insurance Services, London, UK | 2021-2023

Managed dual teams (Comms and Systems) to oversee brand communication and technological infrastructure.

Led a comprehensive rebranding and visual overhaul of all company media, resulting in a 14% increase in customer retention and an 8% rise in sales.

Directed commercial photography and video projects, enhancing brand presentation across websites, catalogues, and marketing campaigns.

Streamlined operational efficiency by migrating on-premises servers to Azure cloud and transitioning to SharePoint sites, which reduced IT costs by 20% and enabled secure remote work.

Oversaw the adoption of Microsoft tools (Azure, 365, Power Apps), and introduced a new IT ticketing system (Jira), improving employee support and workflow efficiency.

**Creative Director | SQ Professional, London, UK | 2017 - 2021**  
Led a team of six, responsible for all creative direction, design, and visual content.

Orchestrated a company-wide rebranding process and marketing strategy that increased brand reputation on the market by 45% by introducing a more conceptual and consistent visual approach.

Designed and developed Amazon listings and store assets, enabling the company to pivot to a B2C model and increasing overall sales by 75% during the COVID-19 pandemic.

Created workflows and guidelines for the creative team, which sped up the development process by 25% while ensuring a high standard of visual execution across all campaigns.

Managed external agencies and designed B2B web platforms (websites and mobile apps) that created new sales streams for the business.

**Creative Designer | Sabichi Homewares, London, UK | 2015 - 2017**  
Managed company websites and led design projects for brand partners.

Improved the company's relationships with major brands like Debenhams and Argos by consistently delivering outstanding design concepts.

Managed websites (Magento, HTML, CSS) and created all front-end web and graphic assets.

**Freelance Photographer, Web & Graphic Designer | Milan, Italy | 2012 - 2015**

Worked with international clients, including Glamour magazine, and tourism boards for Jordan and Iceland.

Developed hundreds of responsive and SEO-optimised websites (HTML, CSS, WordPress) for small and medium-sized businesses.

**Creative Manager | The British International School, Ltd, London, UK | 2014 - 2015**  
Managed and trained a team of 8 creative interns, functioning as a Senior Web & Graphic Designer

**Web & Brand Designer | Sifà (Startup), Milan, Italy | 2014 - 2015**  
Strategically built brand identity and corporate/intranet websites from scratch. Helped establish initial marketing assets and digital presence for early-stage growth.

**Network Specialist | WIND/H3G, Milan, Italy | 2011 - 2015**  
Managed firewalls, switches and routers

**Server Administrator | HP Hewlett Packard, Milan, Italy | 2001 - 2008**  
Administrated (hardware/software) server environment for Eni/Agip group

**Graphic Designer | Unilever, Lodi, Italy | 1998 - 2000**  
Designed and developed ISO intranet documentation

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## Creative

Generative Engine Optimisation - GEO (2025)

Adobe - AI for Creatives (2025)

AI Agents Integration (2025)

Adobe Creative Suite, Mailchimp, LinkedIn Learning Certifications (2023)

AI for Design: FIREFLY, Gemini Studio, ChatGPT, Copilot (2023-2024)

Adobe Photoshop, Indesign, Illustrator, Premiere Pro, XD, Dreamweaver

Web Design: Web Designer Degree (Tecnimedia Institute, 2001)

Photography & Graphic Design: Visualiser Diploma (Consorzio del Lodigiano, 1996)

## IT & Project Management

Project Management Certification AGILE/SCRUM (LinkedIn Learning, 2021)

Microsoft 365, SharePoint Certifications (2021-2022)

Networking & Security Certifications (Cisco, Hewlett Packard)

## EDUCATION & CERTIFICATIONS

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## SKILLS

Web Design / UX/UI Design / Web Development / CMS / E-Commerce

Seo-Sem-Geo / Multi-Channel and Omni-Channel marketing / CRM / TTL Campaigns / Data-led Strategies / Digital-First Strategy / Pitch Deck / Presentations

Photography / Videography / Animation / CGI / Video Editing

Brand Identity / Content Strategy / Brand Strategy / Visual Identity / Visual Storytelling / Presentation & Pitch Design

Graphic Design / Creative Design / Packaging / Adaptive Packaging / Print Design / OOH / Infographic & Data Visualisation / Template Systems

IT / Technology / LLM / ML / Generative AI / AI Agents

Project Management / People Management / Art Direction / Analysis / Team Leadership / Stakeholder Communications / Cross-functional Collaboration / Vendor Management / C-Suite

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## SOFTWARE

BRANDING/PHOTO/PRINT: Photoshop, Illustrator, InDesign, Adobe Express

DIGITAL/UX/UI: Adobe XD, Figma, Canva

VIDEO/MOTION/ANIMATION: Premiere Pro, After Effects, CapCut

PROJECT MANAGEMENT: Basecamp, Jira, Trello, Confluence, SharePoint, Smartsheet

GENERATIVE AI/LLM: Firefly, ChatGPT, Deepseek, Gemini, NanoBanana, Google AI studio

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## PASSIONS & INTERESTS

Beyond my professional life, I have a deep passion for the arts and culture.

My love for travel and art constantly influences my work, providing fresh perspectives and a rich well of inspiration.

I am a fitness enthusiast and find that the discipline and drive of my regimen directly translate to my work. Music is my first and biggest love.

I am also committed to giving back, volunteering with charity organizations, and re-energising by spending time in nature and with animals.

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## NATIONALITY

ITALIAN and BRITISH citizenship

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## CONTACTS

Damiano Moretti



+44(0) 7849 920 833



damianildo9@gmail.com



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



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