



Giorgio Fassi

Graphic Designer

I'm a graphic designer who specialises in layout design and branding.

My passion is creating beautiful, functional, and memorable designs.

Cooking tasty Italian food, hiking, travelling, and spending time with family and friends are some of the things I enjoy the most.

Telephone

+44 (0) 7596946826

Address

West London based.

Experience

2022 - NOW

The House of Tom Davies, London

As Senior Graphic Designer at the London HQ, my first job was to update the look of their 3 brands: Tom Davis Bespoke, MD1888 and Catch London.

I worked full-time with the marketing team to develop POS, advertising and marketing campaigns, and visual design for events.

I created images for a variety of projects including catalogue design, product photography retouch, and website layout design. I also developed a visual plan for an international branding system and developed guidelines that were shared internationally.

My job often involved coordinating transactions between the main office in London and other offices in Europe and America.

I worked closely with the web team to ensure all online content was accurate, up-to-date and visually appealing. I dealt with digital communication such as social media photos for Facebook and Instagram.

Competences

- Graphic design experience in both in-house and agency environments, with a strong focus on catalogues/brochures design, adverts, newsletter design, posters, POS display and websites layout.
- Experience working with digital photo resolution and vector file scaling.
- Ability to come up with unique ideas.
- Strong layout and typographical skills.
- Fully conversant in Adobe Creative Suite.
- Comfortable working within a team and as the only designer in the office.
- Ability to work quickly and meticulously under pressure.

Softwares

- InDesign, EXPERT
- Photoshop, EXPERT
- Illustrator, EXPERT
- Acrobat, EXPERT
- Premier Pro, GOOD
- Lightroom, GOOD
- Xd, GOOD
- Campaign Monitor, GOOD

Education

UNIVERSITA DEGLI STUDI DI SAN MARINO , IUAV, SAN MARINO

Bachelor of Arts in Industrial Design.

Experience

Continued

2014-2021

Angelo Galasso, *London*

As sole graphic designer for a luxury fashion brand in the London office I was responsible for Graphic, branding and 360 needs, including:

- International advertising campaigns
- In-store graphics and signings, visuals, POS
- Marketing campaigns and give-aways
- Promotional concepts
- Graphics for events
- International brand coordination and guidelines
- Coordinate projects between London central office and the other offices
- Web Site maintenance, Word Press
- E-commerce, PrestaShop, Magento
- CMS
- Retouch of images with Photoshop
- Prepare image for Social Media
- Digital communication
- Corporate literature, packaging to large format graphics
- Deal with print agencies
- Review digital and print proofs
- Review file specifications prior to releasing files, adhering to standards
- Developing customised design solutions
- Working closely with production and marketing teams
- Use of Office package

2012-2013

Graphicamente, *Milan*

As junior graphic designer for a graphic studio I was responsible for providing graphic branding and all other needs, from concept development, to identity.

2010-2012

ED srl, *Venice*

As a sole graphic designer for an architectural studio I was responsible for all graphic needs which included creating studio identity, portfolio, website design and layouts.