

Sara Brunettini

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Working Experience

Freelance Web & UX Designer

Brighton, UK | Sep. 2018 - Present

I'm a Visual & UI Designer with a cross-disciplinary background in visual design, user experience and marketing. My understanding of business strategy and driving customer engagement help me to design tangible products, services and processes people love. Currently, I'm working with local businesses and start-ups designing websites and apps including the visual identity.

Graphic Designer — The Pensions Regulator

Brighton, UK | Oct. 2018 - Present

- I was responsible for the design and communication of the JER (Job Evaluation & Rewards) project
- Design solutions for both internal and external customers on various communications including web-based PDF, print publications and social media posts
- I created a design system ensuring that all specifications, standards and approvals are to brand style and quality.

Web & Graphic Designer — Beyond Skin

Brighton, UK | Sep. 2016 - Aug. 2018

- I was responsible for creating all the graphics for Beyond Skin. The new design sets out to position the brand towards a more luxury end of the fashion market
- My newsletters reached over 16,000 people from all over the world. One newsletter I designed generated £1,680 in revenue within 12 hours.

Graphic & Fashion Designer — Tela Milano

Milan, IT | Sep. 2015 - Jun. 2016

- Fashion books with illustrated boards for the fashion department of Hasbro
- I created a set of illustrations and patterns of My Little Pony, Transformers and other characters for the apparel collections.

Graphic Designer — CREO

Milan, IT | Apr. 2015 - Aug. 2015

- I designed web banners, Power Point presentations and print materials for the events
- Logo designs for the events of Bayer, Sisal, Genesis Plus and Vodafone
- Website design for an annual event for Alleanza Assicurazioni.

Junior Graphic & Packaging Designer — Artefice Group

Milan, IT | Feb. 2015 - Apr. 2015

- Working with the art director, I designed the special edition packaging of Coca Cola in collaboration with Trussardi
- Graphic design for “Shellfie Tour” including logo, website and print materials
- Working in a team, I have created packaging design solutions for Findus, Bauli and Motta.

Junior Web & Graphic Designer — AdsGlen

Milan, IT | Sep. 2014 - Feb. 2015

- I designed a set of illustrations for the Bialetti’s stores
- Rebranding for Birra Morena, a traditional Italian beer. I designed the logo and the packaging of the Birra Morena Classic
- Email banners for Barclays.

Education

BA(HONS) Graphic Design & Art Direction

NABA (Nuova Accademia di Belle Arti) — 2011/2015 Milan, Italy

Diploma Fine Art

Liceo Artistico Bruno Munari — 2007/2011 Crema (CR), Italy

Design Skills

Skills

- UI/UX design
- Web design
- Visual design
- Web development
- User research

Other Skills

- Illustration
- HTML/CSS
- Motion design

Tools

- Figma
- Balsamiq
- InVision
- Adobe CC
- Wordpress
- Procreate