



## Work Experience

July 2021 / current

### **Senior Digital designer at OMD Create, sub of Omnicom - [www.ombd.com](http://www.ombd.com)**

My main duties are social media campaign design concept creation and development, including motion and video editing, AR filters, pitch presentations building on different format: ppt, googledoc. Main clients: *Alibaba, British Airways, Pepsi, Bacardi, Aperol, Bombay Sapphire, SAP SE, Turism Ireland.*

Sept 2019 / March 2021

### **Senior Digital designer at Three - [www.three.co.uk](http://www.three.co.uk)**

As member of Digital Team and together with my dedicated scrum team, I take care of many external web campaigns, in particular, just during last year: My3 client side section, new iPhone12 pitch, Black Friday web campaign and 2020's Three Christmas landing page. In particular, I always work considering the company brand identity and guidelines, best practice of creative assets production, good synergy and collaboration with my colleagues, especially copywriters, UXs and developers, within a scrum team structure and alongside agile methodology. Constant stakeholders and accountants communication and project explanation, design support and asset supplying to dev team and site builders.

April 2015 / Jul 2019

### **Senior Digital designer**

During this long timelapse, I've collaborated with several media and consulting agencies (Hps Group, KP and friends, Beetrot, Evoke...), mainly as freelance senior digital designer for pitches and web communication, including: dedicated visuals, branding restyling, social media assets, website and landing page building, motion graphic, video editing. This one was probably one of my most exiting times: it gave me the chance to collaborate with dinamic agencies, high-skilled designers and national-size projects and definitely to boost my design skillset. Work usually starts from sketches, elaborating the briefs with copywriter, marketing account or solo, if necessary. Draft by draft, I carry on the design refining until the final layout approval and following presentation (keynote, powerpoint and/or sketches usage) to stakeholders or line manager. Thanks to these collaborations, I had the chance to work for several of the biggest clients on the market, among which: *BP, Skoda, Harrods, Bwin, Wellesley, Natwest, Fiat, Ukraine Airlines and Xerox.*

April 2014 / Mar 2015

### **Senior Digital Designer at Groupon - [www.groupon.co.uk](http://www.groupon.co.uk)**

Accountable of the whole EMEA area commercial campaigns, in particular UK. My main goal was creating attractive visuals, one for each commercial offer. Once the visual was approved, I deployed the visual through all the required social media assets, following a presettled banner set. Hard focus on Groupon's brand identity, guidelines and policy.

Oct 2011 / Mar 2014

### **Head of Design at DabGaming**

Accountble of all start-up projects, from digital/UI design viewpoint: from the app UI mockups, charachters, app icon set, until the building of the web campaign, including: app landing page, social media assets and Apple Store's promo images. Constant attention of each app brand image, guidelines and policy. After 1 year ish, I become leader of the growing digital team. Main new duties: task scheduling and assignment manager (on Jira), design direction heading, digital team meeting promoter and junior designer coaching, interfacing first person with other team leaders.

Sept 2007 / July 2011

### **Senior Digital Designer at Mashfrog, Web Consulting Agency - [ww.mashfrog.com](http://ww.mashfrog.com)**

I worked mainly on ad campaign and web projects: the requirements changed project by project, including: UI webpages and app mockup from wireframe, social media banner sets, web iconography researchs motion graphic. Constant stakeholders and accountants communication and project explanation, design support and asset supplying to dev team and site builders. Main clients: *Telecom, Eni, Enel, Capital, Weather Channel.*

## Personal details

### Valerio Lauri Digital Designer

#### Location

Central London, UK

#### Phone

+44 (0) 7961217425

#### LinkedIn / Skype

Valerio Lauri

#### Instagram

Valeriolauri

#### Email

valeriolauri@gmail.com

#### Portfolio

www.linkboy.co.uk

## Skill set

#### Digital / motion

Adobe Photoshop

Adobe Illustrator

#### Animation / Video editing / AR

Adobe Animate

Adobe After Effects

Spark AR

#### UI / Prototyping

Sketch

Invision

Adobe XD

Zeplin

#### Publishing / Presentation

Adobe InDesign

Power Point

Keynote

Google Doc

#### Web Design / CMS

Adobe Dreamweaver

Joomla

Wordpress

#### Coding

HTML5

CSS3

Sass

JQuery libraries

Bootstrap

#### Task scheduling management

Trello

Slack

Asana

Github

Jira

## Professional skills

I consider myself a problem solving and finding innovative solutions to briefs, always using initiative and looking for creative ways to support the rest of the team. Perform as a brand guardian, always representing the team in accordance with our values. I gained the ability to work on a number of different projects at any one time, to very tight deadlines with accuracy. Ability to work to a flexible schedule dependant on business design needs.

Work on creative briefs that can range from marketing collateral (including branding, social media design, conference materials, photography, front-end designs for cms platforms) to pitch work, including pitch themes, copy, visual mock ups, photo-editing, motion graphic.

Responsible for the quality and accuracy of design output.

I have a detailed understanding how to help make more informed decisions and demonstrate a commercial understanding when it comes to pitches and client team briefs.

Solid and tested time management and organisational skills when managing my own projects and/ or where multiple stakeholders are involved.

Proactive in seeking out new ways to package our design deliverables (including projects and briefs across all team involved).

I really believe the key of a proficient team cooperation is a clear, solid but friendly communication. Identifying where design team can assist in design-led thinking across the business.

Add positively to the team, attending and contributing in all team meetings. I feel myself responsible for how the digital team are seen within the company and constantly strive to improve the profile and visibility of the team as a whole.

Responsible for liaising with senior stakeholders and implementing their vision on projects and beyond. Effective presentation, written and verbal communication skills.

## Personal skills

A confident Senior Designer who is passionate about projecting the best image for his projects, constantly looking out for new design trends and beyond. I like to keep myself updated about design trends and new graphic tool releases, following several web design magazines, among which: Campaignlive, Designweek, Creative Review, Awwwards, and Underconsideration/brandnew.

I spend most of my time among art exhibitions and live music clubs across London. I fond of reading great designers bio, like John Hegarty and Alan Moore. I read much about transumanism movement too.

During this last year, I have discover a huge feeling about new themes like botanic, finance and stock market investment and mexican muralism art movement.

## Mission

My natural environment is the digital and communication sector, working on multimedia projects and my goal is to produce nice piece of design, satisfactory for client and design creator.