

LIVIO SAPIENZA

0044 07 56 50 89 364
LIVOSAPIENZA@HOTMAIL.IT
13, FAIRMEAD ROAD, N194DG

PERSONAL STATEMENT

I am an experienced Graphic Designer Manager with a demonstrated history of working in publishing and brand marketing. With six year's agency experience, my main skills are in typography, calligraphy, photo editing and 3D rendering, and I have a solid knowledge of photography, video editing and painting.

Extremely versatile, I am adept at managing a wide range of projects. I'm an enthusiastic, dedicated and fast-learning individual with a First-Class Honours degree in Industrial Design from La Sapienza University of Rome.

CURRENT EXPERIENCE

Brand Finance — Design Manager (prev. Design Executive) 02.2017–09.2019

Divided in two separate departments – marketing and finance – I started as a Graphic Design Executive in the marketing office. Within less than a year, I was promoted to Design Manager to head up the company's design department, overtaking and leading all the company's graphic design work, and hiring and managing a junior member of the team.

For the marketing department, I produced a wide variety of graphic materials for household name brands, like Parmigiano Reggiano and Parma Ham. This focused on the production of event materials, including booth stands for fairs and exhibition spaces, printed material to hand out during events, social media posts and signage. As well as other marketing materials, such as presentations, logos, ads, infographics and brochures, I designed

web and printed in-store banners for Morrisons and Costco. Overseeing food product photoshoots, I managed clients on-set and worked closely with the photographer to capture specific frame cuts to ensure consistency between assets.

SKILLS

Calligraphy

Illustration

Painting
Image editing (retouching, object removal, insertion, recoloring)

Team management

GREP

HTML 5 and CSS

I run on PC & Mac

LANGUAGES

Italian
Native speaker

English
Let's say it's decent.

As Graphic Designer Manager for the finance department, I led the whole chain of production of finance reports – the company's main selling point. I handled the entire production process from end to end to successfully communicate the brand's identity. This involved scheduling material to receive from the different departments (finance analysts and copywriters), generating graphs and tables from Excel documents, assembling reports, sourcing appropriate stock imagery and clip art images – retouching and editing to make them print-ready where necessary – and liaising with the printer. By redesigning the report's template, I was accountable for streamlining the whole process, cutting down the production time from an average of two days to three hours.

As the department's manager, I provided general training to the Junior Design Executive, including advanced coaching on the Adobe Suite. I oversaw the works she was doing, reviewing layouts and suggesting improvements as needed.

PREVIOUS JOBS

Gangemi Editore — Typographer 11.2013–09.2016

Focused mainly in art, archaeology and university research publications, I predominantly worked on the production of books – and occasionally on magazines too. My responsibility was the contents of the book, rather than the cover, where I had to fit the books' content in the number of pages agreed with the client.

My day was dedicated to different tasks. Sometimes I was starting a job from scratch, which consisted in a briefing with the publisher for an informal overview of the new book, after which I was assigned a worksheet with all the

technical specs to design the contents. On other occasions, I took over jobs that had already started, consulting and working directly with the authors to go through the document, apply corrections, and make sure everything sat in the right place. I completed books in different languages rather confidently because I learned a number of different alphabets: Cyrillic, Greek, Arabic, Korean and Polish (Latin diacritics). I also made publications in Chinese, with the help of a Chinese expert guiding me through.

I was put in charge of converting the full publisher's catalogue to epub2 and epub3 formats. Responsible for deciding which was the most appropriate format – depending on the nature of the book – I tested the files on both Amazon Kindle and Kobo. The catalogue dated all the way back to 2003, with old QuarkXpress files that I had to convert into InDesign files, and consequently deep-clean because of the loss of information from the incompatibility of the conversion.

Sketchdeck — Graphic Designer 06.2012–11.2013

During university, I started working on demand for the Sketchdeck Team, which was at its early stages; we were a group of ~60 designers. Sketchdeck is now a B2B agency where you can hire the service of one of their certified freelance designers. Though, it used to be a platform dedicated to corporate businesses, just with the aim to beautify Microsoft PowerPoint presentations. I did a lot of PowerPoint presentation redesigns.

Ethnographic Museum Pigorini — Graphic Intern 06.2013–09.2013

Working for the graphic and publishing office, I was assigned to digitalise the Oceania section of the museum's catalogue. Using a professional scanner and graphic drawing tablet, I scanned, cleaned, colour balanced and retouched all the original photographic plates held there.

EDUCATION

University — 2010–2013

Laurea triennale 110 cum laude and dignity of publication [equivalent to BA (First-Class Honours)] in Industrial Design La Sapienza.

REFEREES

Sehr Sarwar — Brand Finance

0044 7966 963669 — sehrss@gmail.com

Konrad Jagodzinski — Brand Finance

0044 7508 304782 — k.jagodzinski@brandfinance.com