

# Leonardo Betti

Digital Designer

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## Contact

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## Summary

I am a professional creative designer with over nine years of experience in corporate branding, marketing, conferences & social events. I am capable of following a project end-to-end with distinct care on efficiency and user centring design. I am flexible, dedicated, driven, assertive and organised with a proactive attitude and strong leadership skills. I have an innate eye for attention to detail and thrive when working under pressure.

## Experience

### Digital Designer at NS Media Group / GlobalData 08/2019 - Current job role

Working alongside the Design & Development team in London, US and India to help design visual assets for ongoing marketing online initiative. My key responsibilities include design a growing range of visual identities and brand designs for small to national/global organisations, take care of the Media Packs and also Pitch Decks, develop strategies regarding UI/UX design for the external customers to improve their experience and to increase sales.

### Designer at The Business Debate Fixed-term Contract – 05/2019 till 07/2019

Working as part of a Digital Marketing team, I created solutions to significantly improve the experience and overall reach of The Business Debate and Parlez-Media brand. My tasks included build creative presentations (Media Packs) for marketing campaigns in conjunction with the sales department and improve the usability on the websites. Also, create and keep consistency in the graphical layout of print materials, e-mails marketing campaigns, client proposals, social media posts, pitch decks and presentations.

### Creative Designer at 5E LTD – 06/2018 till / 05/2019

Working as part of a Marketing team, I was responsible for producing and delivering solutions in Digital and Print Design. My responsibilities include developing creative concepts for marketing campaigns in conjunction with the marketing department, creating and updating print- based documents and preparing presentations.

## Tools

- Sketch
- Figma
- Adobe XD
- Photoshop
- Pencil & Paper
- InDesign
- Illustrator
- Acrobat
- CorelDraw
- Wordpress
- HTML/CSS
- Divi Page Builder
- Premiere Pro
- After Effects
- Invision
- MarvelApp
- Figma
- Microsoft Office

## Education

- **2010 – Degree in Communication (Journalism)**  
PUC-Campinas (Brazil)
- **2004 – Certificate in IT**  
ETE Rosa Perrone Scavone

## Other Courses

- **Introduction to User Experience Design**  
Georgia Institute of Technology
- **Digital Skills: User Experience**  
Accenture Future Learn
- **Manage a Digital Product**
- **Build a Strong Brand**  
TechNation Digital Business Academy

## Skills

- Prototype / Wireframe
- Branding
- Visual Design
- User Flow
- Presentations
- Typography
- Print Design
- Image Editing
- Social Media
- E-mail Marketing