

Hello... I'm Irene Spalletti, nice to meet you!

I am a Senior Visual and Digital Designer
with over eleven years of experience.

My work in Visual Communication expressed through both the printed and digital media has given me a deep respect for the physical properties and tactile elements of materials and provided me with a distinctive advantage in creating designs for the digital world, an area that continually inspires me through its innovation and expressive potential.

This has allowed me to cultivate a foundational understanding of traditional design principles, enabling the translation of ideas and execution across diverse channels seamlessly. My body of work is characterised by a careful attention to detail, with a focus on a clean and classic aesthetic whilst placing emphasis on typography-driven design and merges elegance with functional.

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[portfolio](#)

[linkedin](#)



Belvedere Vodka, The Body Shop
Boots, Sonos, Capital Gardens, Christie's
The East India Company, Elemis
The Financial Times, L'oréal
McArthurGlen, Pinzutu Films Production
Pokerstars, Yves Saint Laurent

Selected Clients

Skills & Languages

Technical Skills

- **Adobe Creative Suite**
Photoshop
Illustrator
inDesign
XD
Dreamweaver
After Effects
- **Figma**
- **Sketch**
- **InVision**
- **Front-End Development**
- **HTML · CSS**
- **MS Office Suite**
Word
Excel
PowerPoint

Soft skills

- **Highly Organised**
- **Empathy**
- **Managing Remote Teams & Projects**
- **Work Well Under Pressure**
- **Problem Solving**
- **Analytical**
- **Attention to Detail**
- **Communication**
- **Deadline Management**
- **Full EU Drivers Licence:** Car and Vespa owner

Design

- **Visual Design**
- **Art Direction**
- **Design Research**
- **Design Strategy**
- **User Flows**
- **Wireframes & Mock Ups**
- **Prototyping**
- **Data Analysis**
- **Persona Hypothesis**
- **User Inteerface**
- **System Design**
- **Web Design**
- **Usability Testing**
- **Style Guide**
- **Marketing**
- **Social Media**
- **Newsletters Design & Build**

Multilingual

Language Proficiency: Fluent in **Italian, French** and **English**, enabling effective communication in multilingual settings.

Spanish (conversational knowledge)

Work experience

Greenfinch App

I am currently leading the user experience and interface design initiatives for a pioneering advanced decentralized file storage platform app, which is currently undergoing its upgrade. Conducting user research, developing user flows, crafting wireframes and creating interactive prototypes.

Blocksize Unlimited

User-centric design strategies and solutions for various blockchain projects, ensuring seamless and intuitive user experiences across digital platforms. Executed comprehensive user research and developed cohesive user flows and interactive prototypes.

McArthurGlen

I drove the creative vision and digital strategy focusing on delivering innovative UX/UI designs and digital marketing campaigns. Led multifunctional teams in the conception and execution of digital designs and marketing initiatives, email campaigns and social media promotions.

Christie’s

Creation and development of digital and newsletter designs. Leveraged advanced design principles and technologies to develop and deploy newsletters.

Capital Gardens

Conceptualisation and implementation of a consistent brand identity across various platforms and locations to ensure brand coherence and recognisability. Design of branded marketing materials and advertising assets, including in-store visuals, promotional materials, and digital assets.

Pinzutu

Collaboration with both front-end and back-end developers to ensure a seamless implementation of solutions to optimize the video preview on mobile devices such as video transcoding and optimization, adaptive streaming support, bandwidth management and using the content delivery network.

Pokerstars

Conceptualisation and implementation of cutting-edge designs and marketing strategies to elevate the online presence and user engagement of the brand. Executed a range of marketing campaigns, including SEO-optimized content, Pay-Per-Click advertising, and social media promotions.

Christie’s

Departments rebranding, identity design for various world-wide sales and auctions. Conducted pre-press procedures and prepared files for print production. Developed and executed a variety of high-impact print materials and exhibition designs.

2015 – now

selected clients

Industry sectors, consultancy projects,
freelance collaborations

beauty & healthcare

Freelance Graphic Designer: **Boots, The Body Shop, Elemis** (Frontroom), **Bausch & Lomb** (AS&K)

Freelance Digital Designer & Front-End Dev: **L'Oréal, Lancôme, Yves Saint Laurent**

fashion & retail

Branding & Packaging Designer: **Blank**

Editorial Designer: **Mike Koedinger**

Creative Direction, UX / UI & Digital Design: **McArthurGlen**

luxury

Freelance Digital Designer: **Burberry, Lancôme, YSL**

Freelance Digital Designer & Front-End Developer: **Christie's**

Print Designer: **The East India Company**

real estate

Freelance Digital Designer & Front-End Developer: **Christie's Real Estate**

Freelance Pitch Designer: **Babylon (Socrates)**

economics & finance

UX / UI Consultant: **Greenfinch app, Blocksize Unlimited**

Freelance Graphic Designer: **FT Financial Times, ADA Economics**

food & hospitality

Freelance Graphic Designer: **Belvedere Vodka (Hue & Cry)**

Branding & Packaging Designer: **Ella, Karolina Manns**

Print Designer: **The East India Company**

media & technology

UX / UI Consultant: **Greenfinch app, Blocksize Unlimited, Pinzutu Films Production**

Freelance Digital Designer: **Pokerstars, Sonos (Sense Worldwide)**

sport & well-being

Digital Design Consultant: **England Rugby Football Union (RUF)**

Freelance Web Designer & Front-End Developer: **LP Workouts, Atma Yoga, Karolina Manns**

education & current studies

British Academy of Garden Design

Ongoing

Higher National Diploma (Horticulture)

Google Design Certificate

Ongoing

User Experience (UX) Design

University of Michigan

Ongoing

Web Development & Coding Specialisation

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Visual Communication

PG Dip.

London College of Communication

Screen-based design, traditional print, digital media, exhibition design, typography, data visualisation, cross-media, publication design and branding.

Art & Design Foundation Studies

BTEC Dip.

Kent Institute of Art & Design

Creative interrogation, examination, questioning, fine art, product design, photography, fashion & textile design, illustration.

Fashion & Textile Design, Milan

BA (Hons).

Nuova Accademia di Belle Arti

Fashion and textile design, theatre costume, performing techniques for visual arts, semiotics aesthetics, history of art history of cinema and video, cultural marketing.

European Baccalaureate

.

European School of Luxembourg

Trilingual diploma in mathematics, sciences, humanities subjects with a focus on multiple language proficiency and an emphasis on European Union studies.