

FLAVIA SALVADORI

ART DIRECTOR. DESIGNER. TYPOGRAPHER.

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EXPERIENCE

Aug. 2018 INTERACTIVE DESIGNER – Joystick

– Current

Manage and provide creative direction to a team of graphic & motion designers, video editors, and developers. Collaborate with marketing, product, design and dev teams as a key strategic partner. Understand client objectives and provide leadership and contribute strategic and creative ideas. Produce layouts, storyboards, wireframes and interactive demos to communicate creative concepts for a range of graphic and UI/UX projects. Take complex ideas or campaigns and execute final vision. Lead the creation of production-ready comps and assets that support multiple screen sizes and formats.

Feb. 2017 LEAD GRAPHIC DESIGNER – ConsumerTrack, Inc.

– July 2018

Promoted within the company. Own artistic direction for all editorial and social content. Create, manage, and update branded visual style guide. Function as key designer for outward and inward facing branded projects, including but not limited to– logos, gifs, social banners, websites, photo editing, marketing campaigns, banner ads, email blasts, animations, print and digital assets, landing pages and presentations. Manage Jr. Graphic Designer and Graphic Design Intern.

Jan. 2016 GRAPHIC DESIGNER/PHOTO EDITOR – ConsumerTrack, Inc.

– Jan. 2017

Own image selection for all editorial/digital content, customize images for all social platforms, conceptualize infographics, graphs, charts and other visuals to support content and work with design team to execute vision.

March 2014 GRAPHIC DESIGNER – Vertical Printing & Graphics

– Dec. 2015

Balance multiple projects and work directly with clients to effectively develop designs: logos, posters, catalogs, packaging, stationary, invitations, branding, flyers, magazine ads and other marketing collateral.

Jan. 2014 GRAPHIC DESIGN INTERN – Adaptive Globalization

– March 2014

Sept. 2013 DESIGNER/ILLUSTRATOR – UCSD Guardian

– March 2014

EDUCATION

University of California, San Diego

B.A., Communication, Graphic and Digital Design

SKILLS

Brand Strategy & Design
Illustration
Graphic Design
Typography & Lettering
Visual Design
Print
Packaging
Motion Graphics
Social Media
Marketing

UI Design
UX Design
Prototyping
Wireframes
User Flows
Mobile Design
Responsive Design
Design Systems

Art Direction
Project Management
Creative Thinking
Thought Leadership

TOOLS

Photoshop
Illustrator
Sketch
XD
After Effects
InDesign
InVision
Zeplin

HTML
CSS
JavaScript

MANAGEMENT

Jira
Basecamp
Trello