

Silvio Scala

Senior Graphic and Web Designer

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PROFILE: Senior graphic designer with more than 25 years of advertising experience. From typographers and silk-screen printers to learning responsive web design, my abilities can give brands a complete and coherent design between print and web. For the last 4 years, I have worked as a Freelance Graphic & Web Designer developing brand solutions. I aim to relocate to Scotland and work for an innovative team to improve my skills and build my future life.

SKILLS: Brand Identity and Logo Design, Web Design, Print and Digital Marketing Materials, Media Content Creation, Project and Client Management, Problem-Solving, Process Optimization, Communication Skills, Team Collaboration

SOFTWARE: Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe InDesign, Microsoft Office, WordPress, Elementor, Shopify

LINK TO PORTFOLIO: <https://bit.ly/3R4DciL>

LANGUAGES: Italian (Native), English IELTS Academy for UKVI (B2 Level)

EDUCATION: Diploma in IT & Computer Science ITIS Galileo Ferraris - Naples IT

PREVIOUS JOB EXPERIENCES:

January 2022 - Currently

Freelance Graphic and Web Designer

Independent

Crafted branding strategies, logos, and visual identities for various businesses. Created visually appealing logos, brand identity, and websites. Oversaw digital and print marketing materials such as brochures, social media content, and merchandise, and optimized design processes to enhance efficiency. Enhanced brand presence through innovative design solutions.

January 2018 – December 2021

Graphic Designer Web Developer

5D Studio Agency, TSA Print Srl, SIA Consulting Srl, and ShopperBags Srl

Created branding solutions and promotional materials for clients. Managed company websites and implemented SEO strategies. Offered design for social media and digital content planning.

January 2011 – December 2017

Advertising and Print Designer

Alge Italia Srl, Faccetta Srl, and Promoservice Srl

Executed typography, screen printing, and large-format printing projects. Created corporate marketing materials, signage, and promotional merchandise. Generated branding concepts, advertising campaigns, and fashion accessory graphics. Created and managed web shops for print products.

January 2010 – December 2010

Head of Graphic Department

T-shirt Makers Srl

As Director of the graphic department, I have supervised custom merchandise production, coordinated print production on textiles and various materials, such as ceramics, and checked the quality. I have implemented innovative design strategies to enhance visual appeal, collaborated with the marketing team to align graphic designs with brand identity, and streamlined workflow processes to improve efficiency and meet deadlines.

I authorize the processing of my data by GDPR and applicable privacy laws.