SILVIO SCALA

Graphic & Brand Designer | B2B Industrial, Workwear & Technical Communication

Naples, Italy | Available to relocate to the UK
Email: silvio.scala@gmail.com

PROFESSIONAL SUMMARY

Graphic & Brand Designer with several years of experience delivering branding, print production, digital communication, e-commerce, and technical marketing materials for engineering, industrial, energy, construction, and workwear businesses. Manage the full design lifecycle, from concept development and brand strategy to artwork preparation, supplier coordination, and final production. Experience collaborating with commercial, marketing, production, and technical teams, with a highly adaptable approach that enables rapid understanding of new products, workflows, and business objectives in B2B environments.

CORE SKILLS

- B2B and B2C graphic design and brand communication
- Technical marketing materials and documentation
- Catalogue, brochure and multi-page layout design
- Print production and mockups
- Exhibition, signage and large-format graphics
- Workwear communication
- Supplier and production workflow management
- WooCommerce and Shopify e-commerce customisation
- Cross-functional collaboration (marketing, commercial and technical teams)
- Rapid learning, adaptability and problem solving

TECHNICAL SKILLS

- Adobe Illustrator (Advanced)
- Adobe Photoshop
- Adobe Acrobat
- Adobe Premiere Pro
- Microsoft Office
- WordPress + Elementor Page Builder
- WooCommerce
- Shopify
- DTF Artwork Preparation & Print Production Workflows
- Responsive & Accessible Web Standards
- Intermediate level of prompting for AI tools such as Higgsfield, Claude, and ChatGPT
- OSX and Windows platforms

WORK EXPERIENCE

Graphic Designer & eCommerce Specialist
LETIZIA ANTINFORTUNISTICA – Marcianise (CE), Italy | 2025 – Present

- Managing the graphic department for a workwear and safety clothing company serving industrial, construction, and professional clients.
- Vectorised and adapted logos for 500+ customers, preparing mockups and artwork for DTF printing on safety and workwear garments.
- Created and customised a Shopify e-commerce platform with tailored configurations and custom functions aligned with customer purchasing requirements.

- Collaborated with production and commercial teams to deliver print-ready files, with an eye to brand consistency, and support fast-turnaround manufacturing workflows.
- Developing practical expertise in workwear communication and garment customisation.

Graphic & Brand Designer (Freelance)
GETYOURCOLOR – Remote & On-Site (Italy) | 2022 – Present

- Develop brand identities, visual guidelines, catalogues, brochures, technical marketing materials, presentations, exhibition graphics, and digital assets for B2B clients.
- Design and manage corporate websites using WordPress and Shopify, ensuring visual consistency across print and digital channels.
- Coordinate directly with printers, signage suppliers, and production partners throughout artwork preparation, manufacturing, and delivery.
- Manage multiple projects simultaneously, maintaining high standards of accuracy, organisation, and client communication.

Graphic Designer / Branding & Print Specialist
Various Agencies & Business Clients – Italy | 2010 – 2021

- Delivered branding, advertising, merchandising, print, large-format, packaging, exhibition, and web design projects for small, medium, and corporate clients across multiple sectors.
- Produced brochures, flyers, catalogues, technical documents, signage, and promotional materials under tight deadlines and high production standards.
- Coordinated external production partners and ensured accurate execution of artwork from concept to final print delivery.
- Worked across agency, freelance, and client-side environments, developing strong adaptability, stakeholder management, and problem-solving skills.

EDUCATION

- Diploma in IT & Computer Science – Galileo Ferraris Technical Institute, Naples, Italy (1999)
- Graphic Design Certification – Accademia Pirrone, Naples, Italy (2001)
- IELTS for UKVI – B2 English Certification, British Council (2025)

PORTFOLIO & PROJECT LIBRARY

Portfolio

Website:
getyourcolor.com

LANGUAGES

- English (B2 – IELTS for UKVI)
- Italian (Native)

ADDITIONAL INFORMATION

- Available to relocate to the UK
- Available to start within 3-4 weeks of offer acceptance
- Eligible for Skilled Worker sponsorship through a licensed UK employer

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