

DENIZ SANTORO

BRAND & DIGITAL DESIGNER

FINTech · BANKING · CYBERSECURITY · ADTECH · FMCG

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Brand & Digital Designer with 10+ years' experience building scalable design systems, UI/UX, and marketing campaigns for global organisations. Specialist in regulated industries (adtech, FMCG, energy, airlines) with a focus on trust, compliance, and digital transformation — now applying this expertise to fintech, banking, and cybersecurity.

CORE SKILLS

- Brand Governance & Design Systems (regulated industries)
- UI/UX for SaaS & Data Platforms
- Visualising Complex & Secure Systems
- Multi-Touch Digital Campaigns
- Fintech, Banking & Cybersecurity Communication Design
- Print & Digital Marketing Collateral
- Stakeholder & Cross-Team Collaboration

Software & Tools: Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere), Figma, Keynote, PPT, Jira, Office, Google Suite, Wix, Wordpress, OpenAI, Krea AI, Firefly, Gemini

EXPERIENCE HIGHLIGHTS

Brand Designer (FMCG & Regulated Industries) – Tjarks & Tjarks, London Dec 2023 - Ongoing

- Led creation of global brand governance systems for FMCG & retail, ensuring consistency across regulated markets (Aldi, Albert Heijn, Daler-Rowney, Walgreens).
- Produced compliance-aligned brand refreshes and pitches, securing partnerships.

Lead Designer (Brand Strategy & Digital Platforms) – Wildflowers of London, London Jan – Dec 2023

- Built 4 new brands incl. UI/UX design systems for digital platforms, ensuring scalability and user trust.
- Directed cross-agency teams to deliver compliant, market-ready brands.

Global Lead Designer (AdTech & Data Platforms) – Nexxen (ex Unruly), London Jan 2022 – Jun 2023

- Owned brand vision and roadmap for AdTech group handling sensitive data.
- Rebranded business units for international events (Cannes, DMEXCO, AdWeek).

Senior Designer (Digital Campaigns & Brand Systems) – Nexxen (ex Unruly), London Nov 2018 – Dec 2021

- Directed global campaigns and rebranding initiatives for data-driven platforms.
- Managed design team delivering work for P&G, Unilever, Diageo.

Middle-Weight Designer (Global Brands & Compliance Assets) – Zeta Global, London Aug 2017 – Nov 2018

- Designed UI/UX & digital assets for regulated clients (British Airways, British Gas, IKEA).
- Created decks that secured multi-million partnerships.

Creative Designer (B2B Marketing & Product Comms) – Bentley Designs, London Nov 2015 – Aug 2017

- Produced B2B marketing and product communication materials with focus on brand consistency and compliance.
- Directed photoshoots and designed trade exhibition showcases to improve customer engagement and trust.

Strategic Marketing Associate (Brand & UX Projects) – Survival Chic, Singapore Feb – Aug 2015

- Designed B2B and B2C marketing campaigns including newsletters, landing pages, and UI/UX for digital platforms.
- Supported partnerships and client relationships, focusing on customer trust and brand growth.

INDUSTRIES

Fintech · Banking · Cybersecurity · AdTech · FMCG · Energy · F&B · Hospitality · Travel · Luxury

Brands Worked With: Danone, British Airways, British Gas, IKEA, Speedo, Calvin Klein, Very, P&G, Unilever, Diageo, FIFA, Aldi, Daler-Rowney, Albert Heijn