

DENIZ SANTORO

LEAD DESIGNER

DETAILS

LOCATION

London, UK

PHONE

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EMAIL

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LINKS

PORTFOLIO

www.dengrafik.com

LINKEDIN

www.linkedin.com/in/denizsantoro/

SKILLS

Leadership & Teamwork



Figma, Ui/UX, Prototyping



Brand Design



Adobe CC Suite



Campaign Management



PROFILE

I'm Deniz, a global-minded Lead Designer with 8+ years' expertise in brand, Ui/UX, print, digital, events, and more. Adept at intercontinental project management, I inspire teams with boundless creativity and a passion for excellence. Let's connect!

EMPLOYMENT HISTORY

LEAD DESIGNER CONSULTANT, Wildflowers of London

London

Jan 2023 - Present

- Led end-to-end digital and traditional marketing efforts, conducting in-depth brand positioning research;
- Crafted and executed distinct brand identities resulting in successfully launched four new brands, websites Ui/UX and design systems, maximising market impact and growth potential;
- Spearhead the entire design process and manage teams of designers and developers on the agency and the clients' side, managing timelines and outcomes expectations.

GLOBAL LEAD DESIGNER, Nexxen (ex Unruly)

London

Jan 2022 - Jun 2023

- Managed the design process as Principal Designer and drove brand vision and roadmap for the business;
- Successfully led the rebranding of Unruly's parent company and various business units at international events such as Cannes, DMEXCO, and AdWeek, FIFA+;

SENIOR DESIGNER

Nov 2018 - Dec 2021

- Oversaw and directed brand's creative outputs, leading successful national & international campaigns, website Ui/UX, and rebranding initiatives;
- Implemented and enforced brand strategy and guidelines;
- Managed a team of two designers, effectively coordinating with other teams as needed, resulting in fruitful partnerships with top-tier clients such as Diageo, P&G, and Unilever

MIDDLE-WEIGHT DESIGNER, Zeta Global

London

Aug 2017 - Nov 2018

- Managed creative accounts for high-profile clients across multiple regions, including British Airways, British Gas, IKEA, Shop Direct Group, Danone, Calvin Klein, and Speedo;
- Produced diverse digital assets such as email marketing, banner ads, pitch presentations, Ui/UX, and social media campaigns;
- Created impactful decks that played a crucial role in securing partnerships with British Airways and Shop Direct, contributing to the success of the Client Success Team.

CREATIVE DESIGNER, Bentley Designs

London

Nov 2015 - Aug 2017

- Developed and executed B2B marketing materials including brochures, leaflets, booklets, price lists, promotions, POS materials, and e-shots while maintaining brand consistency;
- Directed product photoshoots to ensure high-quality visuals for marketing materials;
- Planned and organised trade exhibitions, creating visually appealing showcases that captured customer attention;
- Oversaw sample inventory, ensuring efficient handling and organisation of incoming and outgoing samples.

STRATEGIC MARKETING ASSOCIATE, Survival Chic

Singapore

Feb 2015 - Aug 2015

- Created and executed B2B and B2C design projects, including graphic design for newsletters, direct emails, landing pages, social media campaigns, and UI/UX design.
- Fostered strategic partnerships and managed client relationships to drive business growth and customer satisfaction.

EDUCATION

MASTER DEGREE IN GRAPHIC DESIGN with honours

Milan

POLITECNICO OF MILAN

Oct 2010 - Apr 2013

BACHELOR DEGREE IN INDUSTRIAL DESIGN

Milan

POLITECNICO OF MILAN

Oct 2007 - Apr 2010

HOBBIES

Travelling, Reading, Texture Painting, World Food, Hiking.