

DENIZ SANTORO

BRAND DESIGNER

DETAILS

LOCATION

London, UK

PHONE

+447879329122

EMAIL

denizsantoro@yahoo.it

LINKS

PORTFOLIO

www.dengrafik.com

LINKEDIN

www.linkedin.com/in/denizsantoro/

PROFILE

I'm Deniz, a global-minded Brand Designer with 10+ years expertise in brand, Ai, UI/UX, print, digital, events, and more. Adept at intercontinental project management, I inspire teams with boundless creativity and a passion for excellence. Ready for my next challenge!

EMPLOYMENT HISTORY

BRAND DESIGNER, Tjarks & Tjarks | London

Dec 2023 - Ongoing

- Leading the conceptualisation, production and distribution of brand guidelines for FMCG clients (Aldi, Albert Heijn, Walgreens);
- Collaborating with senior stakeholders to align guidelines with marketing goals and ensure they are applied consistently across different regions;
- Delivering high-quality design pitches leading to new partnerships (Albert Heijn and Daler-Rowney).
- Brand refresh and internal brand evolution.

LEAD DESIGNER, Wildflowers of London | London

Jan - Dec 2023

- 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;
- Spearheaded the entire design process and managed 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+.

TOP SKILLS

Brand Design | UI/UX |
Print and Digital | Multi-Touch Campaigns |
Experiential Design & Activations | Team Player

INDUSTRIES

FMCG | Luxury | B Corp |
Gaming | Sports |
Hospitality | Energy |
Data Security | AdTech |

BRANDS

Danone | British Airways |
British Gas | MacDonalds
Hotels | IKEA | Speedo |
Calvin Klein | Very | P&G |
Unilever | Diageo | FIFA |
Dreams | Debenhams |
Aldi | Daler-Rowney |
Albert Heijn

EDUCATION

Master degree in graphic
design with honours
POLITECNICO OF MILAN
Oct 2010 - Apr 2013

Bachelor degree in
industrial design
POLITECNICO OF MILAN
Oct 207 - Apr 2010

SENIOR DESIGNER, Nexxen (ex Unruly) | London

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.

HOBBIES

Travelling, Reading, Texture Painting, Running, Hiking.