

# sambaldini

Ux & Product Designer

## Profile

Throughout my career, I have worked as a Designer both in-house and in advertising and media agencies. I then moved over to UX and Product design field and I currently work the London-based fintech Moneyfarm where I look after both the Ux and the shaping of their brand. I strongly believe in the power of design and collaboration and I use my skills to facilitate the communications between various teams within the organization.

## Skills

**Software:** Figma, Sketch, Adobe CS, Zeplin, Jira, Monday, Balsamiq Mockups.

**Languages:** Italian (native), English (Nearly native), Spanish (intermediate).

## Employment History

### Moneyfarm (April 2019 – Present)

#### Senior Designer

My multidisciplinary role allows me to work on the UX side of the business to create meaningful experiences for our customers. Leading with a content first approach, followed by research and user centred design, I take on a project from start to finish. I am also responsible for production of user journeys, prototypes, user tests and UX/UI design. I work in close contacts with Product Owner and Developers in order to ensure that the assets that I deliver are always in line with the latest standards. In addition, thanks to my past experience in a more commercial environment, I also support the Head of Design as the main contact between the design and marketing teams. I liaise with internal stakeholders of all levels including CEO, CMO, Head of Marketing and Head of Digital. Using an Agile approach, I take briefs, manage the workflow, coordinate brainstorming sessions, and assign tasks to other designers in the in-house team or to freelancers.

I ensure all assets align to the company brand guidelines and are delivered in time in order to meet deadlines.

## Myriad Global Media (October 2018 – April 2019)

### Freelance Design Lead

In this role I managed a team of five (creatives and Qc) for the creation and delivery of a multi-assets pitching package for one of Myriad's main client operating in the oil and gas industry. I have been responsible for liaising with high-ranking stakeholder and to act as an intermediary between the agency and the client, this included taking briefs, organising the workflow, presenting the design to the client and attending meetings on client's premises.

I ensured that all the deliverables were produced in a timely manner and amends were actioned by the artworkers and signed off as quickly as possible in order to meet the tight deadlines.

I have also been liaising with printers and signed off all the final materials before delivery.

I have assigned tasks and managed the workflow using Monday.com app.

## Sky Works - Schawk (January 2018 – October 2018)

### Senior Digital Designer

Progressing to this role enabled me to take full ownership of creative projects from start to finish. This new challenge allowed me to closely interact with stakeholders and colleagues from other business units, such as account managers and copywriters. My daily tasks included: design the Ux and UI of an internal job booking system, creating integrated campaigns in the form of emails, digital banners, direct mail and press advert templates. Whilst adhering to Sky's brand guidelines, I gave my personal creative input in order to increase brand awareness. Business areas I worked on include: Now TV, Sky Sports, TV products, Sky Cinema, Sky Spain and Acquisition. In addition to my day-to-day duties, I also trained and supported junior members of the team and freelancers to ensure operations ran smoothly in the studio, especially during busier times of the year.

## Sky Works - Schawk (November 2014 – December 2017)

### Designer

This role, based on the client's premises at SKY UK HQ, involved designing, artworking and versioning a large variety of marketing materials and integrated campaigns. Some of the materials produced were: digital social media and display campaign assets, emails, press adverts, direct mail, out of home (such as large format print, digital 48 sheets) and retail material (packaging and pitching tools). This role also included the colour profiling and delivery of press ads to local and national publications as well as OOH items to the relevant agency. Working to the highest industry standards, I ensured that every job was created and amended according to the client's brand guidelines whilst giving my input to maximise brand exposure. I was working across all Sky businesses such as Now TV, Sky Sports, TV Channels, Sky Cinema, Sky Spain and Acquisition. I also supported junior members of the team, advising, mentoring and clarifying procedures and assisting them with any queries they had.

## Tag Worldwide (February 2014 – November 2014)

### **Creative Artworker**

Daily tasks consisted of updating pre-existing artworks and creating new documents from scratch. Every document was amended or created by following the client's brand guidelines. I worked on print files such as print adverts, direct mail brochures, free-standing banners, brochures, interactive PDFs as well as web banners. Clients included: The Times, Legal & General, Sainsbury's, Churchill, Rover, Direct Line, Halifax and Asda.

## Graphic Designer & Artworker - (2009 – 2014)

### **Freelance**

Freelanced for marketing, publishing and design agencies in London and surroundings such as Tag Worldwide and Mills & Boon.

## Creative agencies, Italy (June 2001 – December 2009)

### **Designer**

I have worked for several creative agencies in my hometown as well as in other parts of Italy. For the complete list please see my LinkedIn profile. Some of them unfortunately do not exist anymore but I am more than happy to supply examples of work done during those years.

## Education

General Assembly, London (2013) User Experience Design course Richmond and Hillcroft Adult Community College,  
London (2009) Web Technologies Diploma Professional School Arte and Messaggio,  
Milan (1999 – 2001) Post Diploma specialisation course for Graphic Design