Alessandro Pascoli

Brand identity designer, London

alessandropascoli.it
alessandropascoli@me.com
+44 (0)7501 137213

Senior brand identity designer, experienced in visual systems across all media, UX/UI, process flow and prototypes

- Leading projects and great at organising my and others' work
- Confident in design decision, packaging and presenting work
- Bringing strong creative point of view
- Excellent on the craft and detail
- Comfortable engaging with the strategic dimension of design
- Constantly looking for new ways to make stuff happen
- Ready to try (and fail) possessing a 'can do' personality
- Always hungry to learn and able to share

Passionate about
- Art, branding, design
- Interactive systems
- Logos
- Symbols and identities
- Typography

Highly proficient in
- Photoshop
- Illustrator
- InDesign
- Dreamweaver

Strong skills in
- WordPress
- HTML, CSS
- UX/UI
- Process flow
- Wireframing
- Prototypes

I don't think of identities as single graphic elements. More as systems of modular elements that work together to create experiences – bridges between brands and audiences that can work across all media.

"*Alessandro is one of the only truly 'full stack' designers I know. From large conceptual brand identity work through to the design of technical applications and web platforms.*" – Doron Meyassed, Founder at The Plum Guide

I've developed a broad range of skills that enable me to understand the intricacies of, and design for, every environment, media and channel. Every day I learn something new. I'm truly in love with my job and my craft. It's not marketing speak, it's my passion.

I am a passionate senior designer who loves to create brand identities. I have a versatile approach focused on experiences and visual systems. I leverage my own professional experience and knowledge of digitally-led brands to help understand my clients and their consumers – and how and where they interact.

I believe that visual identities need to be designed responsively, for several digital and physical environments, and for audiences that should be involved in the creative process.

I have an eclectic 'can do' personality – and I have worked on a diverse range of projects with varying budgets. My knowledge of coding HTML/CSS lets me make better products, empathise with developers, and be a productive member of a larger team.

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EXPERIENCE

Brand Identity Designer
01/2015 - Present: Communispace, London, UK
Currently at C Space, I'm helping brands listen to their customers and tell their stories. I've been designing brand identities for the likes of the SHAPE platform from Omnicom, the Global Hotel Alliance Discovery programme, Blossom Hill Fruitful packaging concept, Zurich Insurance, Twitter and Google.

Senior Designer
04/2014 - 12/2014: Promise Communispace, London, UK.
Akzonobel, Avios, Aviva, Blossom Hill, Boots, Bupa, Coty, Omnicom Group, Diageo, Experian, Fifa, Gemalto, Global Hotel Alliance, Google, Icelolly, King.com, L'oreal, Orange, Philips, Samsung, Sanofi, Sca, Starcom, Twitter, Unilever, Virgin, Zurich.

Founding partner, Creative Director
01/2002 - 12/2014: Sezione Aurea, Perugia, IT.
I was a founding partner and creative director of sezioneaurea.com, a boutique studio based in Italy, for over ten years. During this time, I worked throughout Europe and in the UK on various projects that included designing for: The Lord of the Rings Italian merchandise, MSC Crociere, Nokia ES, Unika Llc., University of Perugia, Hotel Clodio Roma, and Re-Bound Ltd.

In-house Brand identity designer
10/2013 - 03/2014: Rubber Recovery Ltd., Birmingham, UK.

Teacher
10/2010 - 06/2013: "Photoshop, Dreamweaver, HTML, CSS" Nuovo Istituto di Design, Perugia, IT.
12/2001 - 03/2002: "E-Business" University of Perugia, IT.

Founding partner, Graphic Designer
09/2000 - 12/2001: Desegno, Perugia, IT.

Graphic Designer
06/1996 - 08/2000: T&RB Studio, Perugia, IT.

HONOURS

Thinking with Type, E. Lupton, Princeton Architectural Press, NY: "Si" magazine redesign.
Progetto Italic 2.0 - type design italiano, Riccini Aureo font.
Italian Web Awards 2004: Excellent Website, Medioevo.com v/2004.

EDUCATION

Art History 1989-1991 University of Perugia.
Maestro d'Arte (equivalent to A level) 1983-1988 School of Art of Spoleto.