



Giorgia Smiraglia

+44 (0)7929 235 284
info@giorgiasmiraglia.com
www.giorgiasmiraglia.com

EDUCATION

Istituto Europeo di Design
Graphic Design degree
(MILAN; 2006-2007)

Istituto d'Arte Pellegrino
Fine Arts degree
(LECCE; 2003-2004)

LANGUAGES

ENG Advanced level
ITA Mother tongue

WORK EXPERIENCE

Landor Associates, Brand Consultancy

Freelance Designer (LONDON; 2017)

Involved as a freelancer to design an internal manual—addressed to the global brand team—intended as a guide for the production of new Adecco sub-brands.

CLIENT: ADECCO GROUP

The Body Shop, Creative Department

Freelance Designer (LONDON; 2016-2017)

Developed creative concepts within premium gifting, pattern design and advertising ensuring brand consistency through visual guidelines.

CLIENT: THE BODY SHOP

Smith Dawson, Creative Consultancy

Freelance Designer (LONDON; 2016)

Contributed to the production of a book for PegasusLife, a real estate specialized in retirement housing and property.

CLIENT: PEGASUSLIFE

Clear M&C Saatchi, Marketing Strategy Consultancy

Freelance Designer (LONDON; 2016)

Assigned to work on the on-going redesign of Rothschild brand guidelines, one of the world's largest independent financial advisory group.

CLIENT: ROTHSCHILD

Sinéad Madden, Branding and Design Studio

Freelance Designer (LONDON; 2016)

Set up the brand guidelines for a multinational pharmaceutical company.

Designed the art book *The Spectacular 19th Century*.

CLIENTS: MUNDIPHARMA, 19TH CENTURY GALLERY

Deep, Design Agency

Freelance Designer (LONDON; 2016)

Contributed to the design of a book for Jump Studios, an award-winning architecture and interior design practice based in London.

CLIENT: JUMP STUDIOS

Saatchi Masius, Saatchi & Saatchi

Freelance Designer (LONDON; 2015-2016)

Contributed to the design of the catalogue for the fighter Gripen, one of the most successful aircraft produced by SAAB.

CLIENT: SAAB



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Interbrand, Brand Consultancy

Freelance Designer (LONDON; 2015)

Involved as a freelancer to design an infographic and the animated background for the Tate & Lyle Leadership Conference.

CLIENT: TATE & LYLE

Wildhorse, Design Agency

Senior Designer (LONDON; 2014-2015)

Created branding concepts and identity systems for hospitality companies. Designed typographic arrangements for restaurant and pub menus.

CLIENTS: PERNOD RICARD, SEARCYS, VINTAGE INNS, NICHOLSON'S PUBS

Purple Creative, Design Agency

Freelance Designer (LONDON; 2014)

Developed icons and patterns for a selection of core range whisky by Glenfiddich.

CLIENT: GLENFIDDICH WHISKY

Process 4, Fabbrica del Vapore

Middleweight Designer (MILAN; 2008-2013)

Akira Lab, Advertising Agency

Junior Designer, Art Director (MILAN; 2007-2008)

Flair, Mondadori Fashion Magazine

Intern (MILAN; 2006)

DESIGN SKILLS

Branding	██████████	Advertising	██████████
Identity Design	██████████	Pattern Design	██████████
Editorial Design	██████████	Infographic	██████████
Typography	██████████	Web Design	██████████

FEATURED PUBLICATIONS

Art Logos

Counter Print (2016)

In Love With Me, Wedding Stationery Design

Design Media Publishing Ltd (2015)

Good Idea 4

Hightone Publishing Ltd (2015)

Computer Arts Collection, Branding Annual

Future Publishing Ltd (2014)

PROFILE

I am an eclectic graphic designer with a multidisciplinary background that ranges from design to academic arts. During my career I developed a range of personal skills like a good design sensitivity, a firm respect for the rigour—intended as discipline—as well as an accurate attention to typography, which I firmly believe to be one of the most sophisticated and timeless languages used in the graphic design. An empathetic approach characterises my design process, which is always supported by a reasoned concept.