

Samantha Baldini

Graphic Designer &
Creative Artworker



/samanthabaldini

Em: samantha.baldini@gmail.com

Mb: www.samanthabaldini.com

M: 07723 413917

Profile

For the past 16 years, I have worked as a Graphic Designer and Artworker in advertising and media agencies in both permanent and freelance roles. With an in-depth knowledge of digital and pre-press processes, I can manage projects from concept to print. I have produced a wide range of advertising and marketing material for both print and digital including Out of Home (OOH), Press, Banners, Direct Mail Leaflets, Catalogues, Brochures, Magazines, Book Covers, Reports, Business Cards and Letterheads.

Skills

Software: Adobe Indesign, Photoshop, Illustrator and Acrobat, Balsamiq Mockups, Axure, Interactive PDFs, Microsoft Office.

Languages: Italian (native), English (fluent), Spanish (intermediate).

Key Achievements

- Artworked over 3000 press ads for Sky UK over a 4-year period for brands including Sky Cinema, Sky Mobile, Now TV and Sky Sports.
- Created high-quality artwork for Legal & General, while working at Tag Worldwide at the end of the tax year, which is the busiest period for the company.
- Designed marketing material including a Catalogue, Brochures, Exhibition Panels, Street Vinyl Banners, Ads and Invitations for the Otium Ludens Exhibition at the Hermitage Museum in St Peterburg in Italian and Russian.

Employment History

Freelance Designer & Creative Artworker (Present)

Having covered both roles, I can now offer a broad variety of services to creative agencies as well as in-house studios and individuals.

Sky Works - Schawk (January 2018 - October 2018)

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 accounts and copywriters. My daily tasks included 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)

Senior Creative Artworker

This role, based in the studio created by Schawk! at SKY UK, involved artworking and versioning a large variety of marketing materials and integrated campaigns which included 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. Business areas I worked on include: Now TV, Sky Sports, TV Channels, Sky Cinema, Sky Spain and Acquisition. I also supported junior members of the team, advising 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 – Freelance (2009 – 2014)

Freelanced for marketing, publishing and design agencies such as Tag and Mills & Boon.

360 Gradi srl, Italy (June 2008 – August 2009)

Graphic Designer

- Worked closely with the account manager on branding and communication projects for the textile industry.
- Created the visual identity of brands.
- Responsible for transforming branding ideas into communication materials such as brochures, presentations and invitations to events.

Nicola Longobardi Editore, Italy (March 2006 – July 2009)

Graphic Designer & Artworker

- Managed turnkey editorial projects including book covers and internal pages.
- Performed pre-flight checks in order to deliver high-quality, print-ready artworks.
- Coordinated photographers and external agencies in order to ensure the timely delivery of the projects to the client.
- Organised and managed a team working on multiple projects.

Key Achievements:

- Rebranded the image of a luxury hotel, Pompeii Resort, through the production of an integrated and coherent set of promotional materials, including a new brochure, business cards, letterheads and folder.
- Created the communication concept and produced the related materials for the Restoring Ancient Stabiae Foundation, including catalogues and marketing materials for events and exhibitions.

Creative agencies, Italy (June 2001 – December 2005)

Graphic Designer and Artworker

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