

I'm **Pietro Saveri** a senior brand designer with 8+ years building digital-first identities for startups and scaling businesses.

Experience

Brand Consultant
Aug 2021 – Present
Europe & LATAM

Senior Brand Designer & Brand Strategist

- Partner with founders, startups, and growing businesses to build strategic brand identities from concept to launch.
- Lead naming, positioning, visual identity systems, and digital brand systems across multiple industries.
- Develop scalable brand guidelines and assets for websites, product, packaging and campaigns.
- Advise leadership teams on brand clarity, differentiation, and growth-focused creative direction.

Plastiks.io
In-House
Jun 2022 – Aug 2024
Barcelona, SP

Senior Brand & Digital Designer

- Led full rebrand for climate-tech / Web3 company.
- Rebrand drove €2M+ in fundraising.
- Worked with leaders and partners including FC Barcelona and Danone, contributing to +5M kg of plastic recycled.
- Built end-to-end identity system across all touch-points.

LIQUID
Agency
Mar 2020 – Jul 2021
Lima, PE

Brand & Digital Designer

- Designed digital brand systems, interfaces and campaigns for consumer and technology clients.
- Contributed to the growth of Diariamente Ali (Alicorp), helping drive +50% growth through product and creative optimization.
- Supported branding work for technology, renewable energy and consumer-focused businesses.

Hey Mome!
Agency
Jun 2019 – Feb 2020
Lima, PE

Brand & Campaign Designer

- Developed brand identities, campaign concepts and launch assets for CPG and retail clients.
- Supported cross-channel nationwide product launches.

Expertise

Brand Strategy
Creative Direction
Positioning

Visual Identity Systems
Digital Design
Stakeholder Management

Figma
Adobe CC
AI-Assisted Workflows

Education

SHIFTA by ELISAVA
2022 / Barcelona, SP

Brands Love Packaging Course

ISIL Inst.
2016 – 2019 / Lima, PE

Graphic Design Degree

Toulouse Lautrec Inst.
2014 – 2015 / Lima, PE

Product Design Studies

Languages

Spanish
English

Native
Full Professional – Bilingual