

I'm **Pietro Saveri**, a senior brand designer building scalable identity systems for startups, digital products, and growing businesses.

Experience	Freelance Aug 2021 – Present Remote (Europe & LATAM)	Brand Designer & Art Director - Partner with founders, startups, and product teams to build strategic brand identities from concept to launch. - Lead naming, positioning, visual identity systems, and scalable brand languages across industries. - Develop brand guidelines, templates, asset libraries, presentation decks, landing pages, packaging, and rollout toolkits across marketing and product touchpoints. - Advise leadership teams on differentiation, creative direction, and growth-focused brand decisions.	
	Plastiks.io In-House Jun 2022 – Aug 2024 Barcelona, SP	Senior Brand & UX/UI Designer - Led brand strategy and design for a climate-tech company. - Rebrand contributed to €2M+ in fundraising. - Worked with leadership and partners including FC Barcelona and Danone, supporting +5M kg of plastic recycled. - Designed web, product, deck, and campaign assets, keeping a coherent brand experience across surfaces. - Enabled cross-functional partners through reviews, feedback, and brand-system documentation to ship consistent work.	
	LIQUID Agency Mar 2020 – Jul 2021 Remote	Brand & Digital Designer - Designed brand identities, campaign systems, digital assets, and UI-adjacent brand experiences for technology, consumer, and CPG clients in a remote agency setting. - Contributed to Diariamente Ali (Alicorp), helping deliver +50% growth through product and creative iteration. - Supported brand strategy, marketing design, and digital rollout for consumer, tech, and renewable energy.	
	Hey Mome! Agency Jun 2019 – Feb 2020 Lima, PE	Brand & Campaign Designer - Developed brand identities, campaign concepts, launch toolkits for consumer and retail clients. - Supported digital, OOH, retail, social rollouts.	
Expertise	Brand Strategy Creative Direction Art Direction	Visual Identity Systems Typography Stakeholder Management	Figma, Google Slides Adobe Creative Cloud 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		Native
	English		Full Professional – Bilingual