

Massimo Gangemi

Illustrator, Graphic and Product Designer

From a young age art and design has had a significant influence on my life, from school through to University. After achieving my Degree in Product Design at the University of Brighton, I focussed my attention on developing a career in graphic design and artwork - a field of work I have always had such a passion for. With over six years of experience in the field, I have worked with a diverse network of clients providing a professional service with guaranteed, high quality results.

Design is one of the most powerful and effective ways of communicating with the world and I feel my role as a designer is to reinforce this value through all that I do. Enthusiastic and quick to learn, my work experience and studies in differing fields of design have enabled me to develop the skills needed to think creatively, pay close attention to detail and remain self-motivated whether working independently or in a team.

Education & Qualifications

The University of Brighton

2.1 Product Design BSc Hons (with Professional Experience)

3 A-levels - Art, Design Technology and Media Studies

Languages



English

1st Language

Italian

Fluent

French

Basic

Interests

I have been fortunate enough to travel to a number of countries during and after my degree. By immersing myself into diverse and rich cultures I have been exposed to invaluable experiences which have broadened and influenced my approach to design.

Aside from traveling I am an avid football and rugby fan, playing Rugby on Saturdays for my School Old Boys' Team. Its a great way to keep fit, have fun and be part of a close knit team.

Key Design Areas & Skills

Graphic Design

Product Design

Logo Design

Branding

Creative Artwork

Illustration

Infographic Design

Adobe Creative Suite

Adobe After Effects

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Professional Experience

Eagle Promotions Ltd - Surrey - April 2017 - May 2018 - Graphic Designer

Working as a graphic designer for a leading golf design agency, producing visually engaging artwork from conceptual forms of print and digital collateral, to finished products for over 2000 golf clubs throughout the UK and Europe. Working at Eagle and assisting golf clubs in defining their identities by developing them into functioning brands, has provided me with invaluable experience, enabling me to develop my skills and gain detailed knowledge within a successful company on a large commercial scale. Other responsibilities also included the overseeing and mentoring of designers using Adobe CS, teaching them new techniques and methods which enabled them to develop their practical skills and become more efficient.

- Branding
- Logo Design
- Design led Marketing
- Idea Generation
- Scorecard design
- Social Media maintenance
- Exhibition Design
- Signage/wayfinding
- Product Photography
- App Design
- Web Layout design
- Match Proofing for large scale print runs
- Logo Animation - Adobe After Effects
- Coaching Adobe CS and new illustrational techniques to colleagues

Freelance - London - 2013 - Current

Producing design work for a network of high profile clients and projects. Whilst freelancing as both an independent designer and for large corporations, I have been exposed to working alone and in teams, effectively adapting to differing working environments, forms of communication and working dynamics. Working as a freelancer has also enabled me to develop key skills in a range of professional areas, from client liaising to pitching concepts to stakeholders and board members.

Bundesliga - 2017/Current

- Using Adobe Illustrator and graphics tablet to create a number of bespoke digital illustrations, optimizing them for all their social media platforms and campaigns, varying in styles and formats.
- Understanding and adapting artwork to German culture and ideals that resonated with their target market and audience of over 4 million followers, gaining over 180,000 likes.
- Adhering to tight deadlines due to high demand and ever changing events within the league, champions league and related affairs, whilst ensuring a high standard of work was maintained under pressure.

Perform Group x Opta - 2015/Current

- Attending client meetings with members of all levels within the UK Opta team. Working on numerous projects and to detailed briefs.
- Photo manipulation using Photoshop to create digital artwork for their social media and website.
- Sourcing and optimising imagery - ensuring it was consistent with Opta's vision - working to precise requirements reinforcing continuity across all collateral - as seen on www.optasports.com
- Creating layout templates using InDesign for internal assets and documents for their offices worldwide, particularly in the UK, Spain and Italy.
- Infographic Design for La Liga, Premier league, Bundesliga, Austrian league, Swiss league and Super Rugby - Transforming statistical data into a visual language using symbols, iconography and artwork as forms of communication.

Caritas Westminster - 2015/2018

- Re branded the charity's image and created an identity suited to their demographic.
- This led to the creation of a complete set of educational resources. Creating a visual format that engaged with students yet facilitated teachers in the teaching and progression of the sessions. This included Powerpoint presentations, session plans, work booklets, the illustrating of research results, prayer books and related collateral.
- Web design and layout - Creating a user friendly website & interface using Adobe creative suite - bespoke symbol navigation - design made ready to be created by developer - Utilising all graphics and symbols I had created for the aforementioned collateral to match the branding.

Additional Clients & Projects Include

- Pure London - 2018
- Pfizer x Alliance Anticoagulation Foundation - 2017
- Team Super Schools - Jason Gardener MBE - 2016/2017
- Norwich City FC x Patterns of Play - 2017
- Base Soccer Agency - 2017/Current
- The Kairos Forum - 2013
- Be Right Bake - Start Up Company 2017/Current
- Les Meccs Clothing Ltd - 2014/2017
- Edison Network - 2018

Ghigo's Ideas - Milan - Italy - Design Intern 2012

During my degree, I undertook a four-month internship in Milan. During this placement I worked on an exhibition display and a variety of design projects. I was given the responsibility of designing and producing an invitational project, from Alessandro Mendini for the weeklong design event, Salone del Mobile. Other responsibilities and jobs included:

- Marketing the company's products and presenting them for sale.
- Producing graphic designs and photo manipulations of products for features in design magazines.
- Exhibition Management, production and design for the Salone del Mobile event for Milan design week.
- Product designs taken to market.
- Italian/English Interpreter both internally and client facing.

References upon request

Team Superschools

Jason Gardener MBE

Tel: 07711 332334

Email: jason@teamsuperschools.co.uk

Eagle Promotions Ltd

Mandy Austin

Tel: 01883 344244

Email: Mandy@eagle.uk.com

Personal Contact information

Massimo Gangemi

Tel: 07464973464

Email: mgangemi@live.co.uk

www.mgangemidesign.com

www.behance.net/mgangemi