



amsportdesign.com
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Strategic professional with a broad experience creating striking and targeted visuals, which work across print and digital media.

Highly organized individual, I'm capable of working on more than one project at once from its initial concept to delivery, maintaining high design standards and ensuring brand consistency. Goal and deadline driven, with a total dedication to details, I'm able to work independently or as a part of a team.

I'm now looking to expand my collaborations and move on with my designer career in the action-sports industry.

EXPERIENCE

2015 – OGGI | UK | In-house

Madison Cycles

Senior Designer

As part of the In-house Marketing team, I'm involved on a daily basis with consumer (B2C) and trade (B2B) design projects. My main duties are the art direction, ideation and creative production of advertising campaigns across print and digital media, brand identities, packaging, catalogues, other marketing assets, websites, newsletters, social marketing, events and retail design.

Brand Include: Shimano, Ridley, Park Tool, Maxxis, Garmin, 100%, Continental, DT Swiss, Uswe, Ogio, Thor, POD, Lazer, Pearl Izumi, Thule, Kryptonite, ODI, Bliss, Finish Line, Motul, Premax, Madison Clothing, Saracen, Genesis plus 65 others.

2013 – OGGI | UK | Freelancer

Andrea Marchi Sport Design

Freelance Designer

Specializing in branding and brand strategy I have focused my work mostly on the production of multi platform brand systems and brand identities. I also had the possibility to work on website developments, advertising campaigns, product design, apparel, customizations and events.

Brand Include: Carbon Jewelry, Vittoria Shoes & Helmets, Betamotor, Peak Collective, Bike Trial International Union, 100% Brumotti, Multipower, Svitol, Adrian French, Hugo.

2011 – 2013 | IT | Agency

Artwork

Graphic Designer

Mostly worked on advertising campaigns and editorial projects.

2011 | IT | Agency

Eye Production

Cameraman and Editing

Recording and editing videos for sports events and expeditions.

2009 – 2010 | IT | In-House

Geo Group

Graphic & Web Designer

2007 – 2009 | IT | Agency

Bloom

Web Designer

2004 – 2006 | IT

Scar

Account.

2002 – 2004 | UK | In-House

Ops

Graphic Designer.

RECOGNITION & AWARDS

2016

Featured on Unfold London Blog as Designer of the month

Am sportdesign Apparel

2013

Talent Designer

La Piccola T-Shirteria

Vintage Cycles

UCI Road Cycling World Championship

SKILLS

Industry Knowledge

Strategy, Art Direction, Branding & Identity, Packaging, Editorial/Print, Product Design, Retail Design, Advertising, Illustration, Lettering, Vector Graphics, Raster Graphics, Digital Painting, Web Design, UI/UX, Social Marketing, Video & Editing, Photography

Software

Adobe Creative Suite (Photoshop, Illustrator, Indesign, XD, Premiere, After Effects, Dimension), Clip Studio, SketchPro, Keynote, Wordpress

Languages

Native Proficient
Italian English

EDUCATION

2009

Web Design & Development

Diploma

Other courses

Brand Strategy, Compositing, Typography, Design Therapy, Photography Composition, Outdoor Photography, DSLR Videography, Post Production, Blender Creator Course, Adobe CS Master Class, Marketing & Advertising, Printing Processes

2004

Graphic Design

Diploma

1999

Accountant & Developer

Diploma

OTHER INTERESTS

1998 - 2013

BikeTrial Pro Athlete

✓ 3 World Championships - Best results 16th overall

✓ 7 times silver medalist - Italian Championship

✓ +400 shows around Europe