

MARTIN SARACCO

PORTFOLIO

..... GRAPHIC DESIGNER &
BRANDING SOLUTIONS

www.martinsaracco.com



HELLO,

My name is Martín Saracco and I have worked as a freelance designer since 2013. Based in London, I primarily work with branding for small and medium businesses.

I began my design journey in 2003, producing posters for bands and events as a hobby. I studied at the University of Psychology (Unisul - Brazil) for three years, and completed short courses including Corel Draw (Senac - Brazil), 3D Max (Senac - Brazil) and photography (Ufsc - Brazil).

In 2008, I decided to study advertising in Estácio de Sá University (Brazil) where I was recognised as an outstanding student, winning in my first semester the "Work Interdisciplinary Creativity Award in Silver Category".

Starting in 2010 I worked on projects for two years with a group of designers within a Brazilian sunglasses company. Later in 2012, I created the first online collective of designers in Brazil, "Like This Art", that received acclaim and features from the most prominent design blogs of Brazil and also in Portugal.

In late 2012 I moved to Buenos Aires, Argentina where I studied to become a tattoo artist and established myself as a freelance designer. The following year brought me to Italy where I built up a client base of over 100 satisfied customers both locally and worldwide. Finally, in 2014 I relocated to London, for new challenges and experiences to further develop my portfolio and skills."

CV

MARTIN SARACCO

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NW6 3EX - Swiss Cottage - London
Nationality: Italian/Argentinian

SKILLS

- Adaptability and ability to work under pressure
- Complex problem solving ability
- Excellence Personal Communication skills.
- Strong knowledge of design for print & digital marketing collateral
- Able to act on initiative, identify opportunities & proactive in putting forward ideas & solutions
- Ability to effectively manage multiple project of varying complexities & meet deadlines

LANGUAGES

- English (Advanced)
- Portuguese (Fluent)
- Spanish (Native)
- Italian (Basic)

PERSONAL INTERESTS

- Music Production
- Films & TV shows
- Photography
- Games

EDUCATION

- TATTOO ARTIST BASICS | Buenos Aires Tattoo Shop | Argentina | 2012 - 2013
- ADVERTISING AND MEDIA | Universidade Estácio de Sá | Brazil | 2008 - 2011
- GRAPHIC DESIGNER BASICS | SC | Brazil | 2007 - 2008
- INTRODUCTION TO DIGITAL PHOTOGRAPHY | UFSC Santa Catarina | 2007
- 3D STUDIO MAX | Senac SC | Brazil | 2006
- PSYCHOLOGY | Universidade Unisul | Brazil | 2000 - 2003

TECHNOLOGICAL SKILLS

Adobe CC - Illustrator	9/10
Photoshop	9/10
Indesign	7/10
Premier	6/10
Branding	8/10
Wordpress	6/10
Magento	6/10
HTML/CSS	6/10
UI/UX	6/10

PERSONAL SKILLS

- Determination
- Creativity
- Passion
- Teamwork

CV

EXPERIENCE

• SENIOR GRAPHIC DESIGNER - SPECIALITYDRINKS - London, UK - 01/2017 - Present

Working as a Senior Designer in a team of seven, where I develop and keep updated guidelines in the website The Whisky Exchange for core sections like Newsletters, Features and banners alongside team members and maintain the weekly/monthly team task list with the Project Manager.

Responsible for all the rebranding from DrinkUp.London from digital (Website, App, Social) to prints (Magazine ads, brochures, presentations) for festivals like London Cocktail Week, London Wine Week and London Beer Week.

• GRAPHIC DESIGNER - WALPLUS - London, UK
04/2015 - 08/2016

Responsible for the rebranding of the entire company included the execution of the catalogues, flyers, email marketing campaigns, business cards, posters, stands, insert cards and packaging. At same I worked in the website maintenance (Magento), improve the user interface of the website, online banners for the website and for Social Networks, photographed and retouched product images and conceived initiatives to create new products, packages and print layouts. In this company I worked in charge of two others Graphic Designers.

• GRAPHIC DESIGNER FREELANCER - 2013 - Present

- Branding and Identity solutions for more than 200 happy and satisfied customers in Europe and Latin America.

- Actually in the top forty (Of 324k users) in Workana ranking, the most important website for freelance works in Latin America.

- Most of 22k followers and 11k appreciations of my work on Behance and references in some important blogs and design sites like Abduzeedo, From up North, Design Instruct and many others.

• GRAPHIC DESIGNER - LIKE THIS ART - Brazil - 2012 - 2013

Created in 2012, this personal project was a important step for my freelancer career. Building the brand, included website, packaging engraved with laser, products using recycled vinyl records, prints, markeing plan and others. In the first 6 months, this project had sold more than 3000 products and had recognition in important design blogs of Brazil and Portugal.

• JUNIOR GRAPHIC DESIGNER - RUTHLESS - Brazil - 2010 - 2012

Produced print material such as business cards, flyers, posters, packaging and other print materials. Photographed and retouched product images.



Newsletter design
Muuu! - Argentina

Animated Party Poster for "Noir"
Parliament - Canada

NOIR

Saturday 11-07

366 QUEEN STREET EAST @ PARLIAMENT, TORONTO
LIST: \$4 JAGERS ALL NIGHT, \$8 COVER
INFO@ATELIERBISTRO.COM

martinsaracco.com



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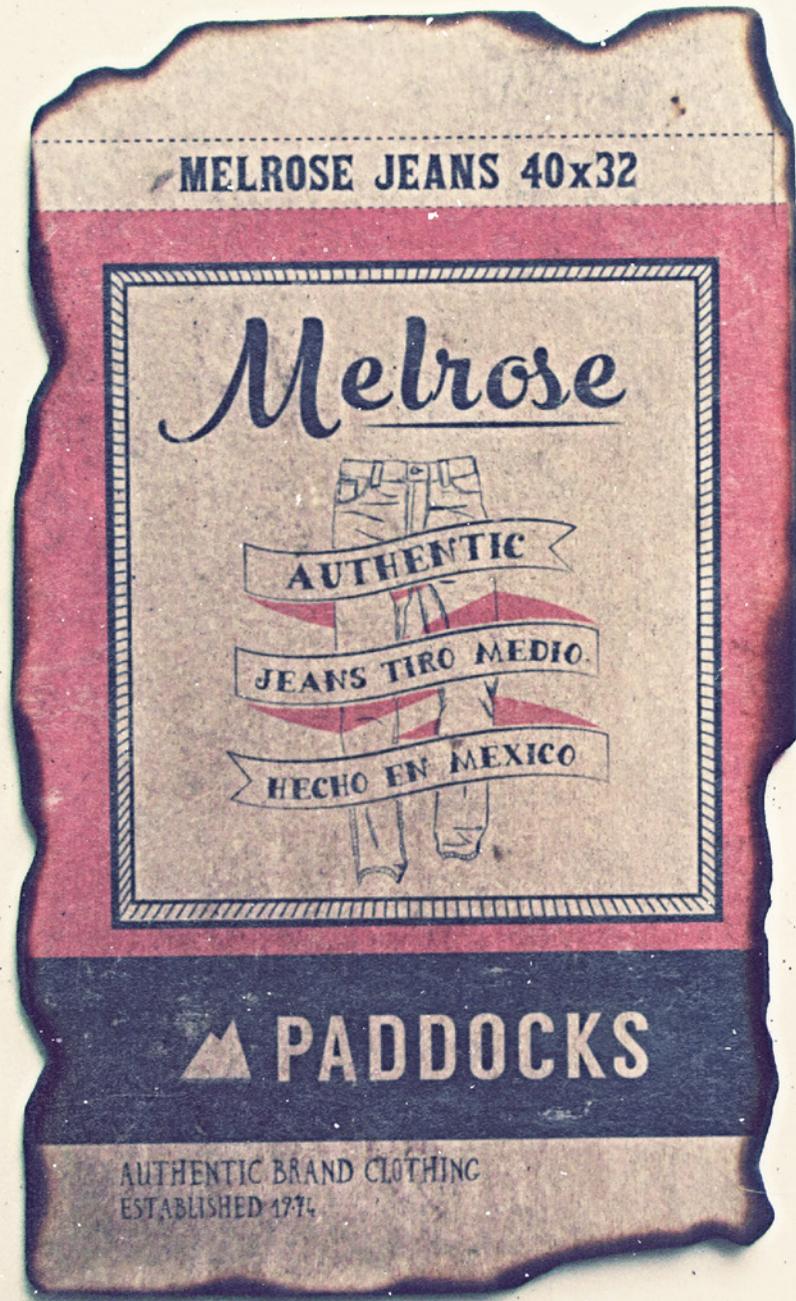
Packaging for LikeThisArt
LikeThisArt - Brazil



Art for catalogue
Converse - Brazil



WELCOME
TO THE
CONVERSE
CENTURY



Melrose Jeans limited edition labels
Paddocks - Mexico