



# ANTONIO PARCO

I am a multidisciplinary designer with strong expertise in print, digital design, UI/UX, and 3D visualisation for events and exhibitions. I create compelling brand identities, marketing materials, and user-focused digital experiences that balance creativity with strategy. My 3D skills allow me to design immersive event environments, stands, and spatial concepts with precision and realism. I also work confidently with video editing software to produce dynamic promotional and social media content. Known for my speed and efficiency, I deliver high-quality work under tight deadlines without compromising detail, consistency, or creativity, ensuring every project is executed professionally and on time.

## Work Experience

### MARKET FINANCIAL SOLUTIONS LONDON

Lead Graphic Designer  
2023 - 2026

Responsible for ensuring that our company's brand is consistently and compellingly represented across all platforms. I develop and maintain visual standards that align with our company's core values and vision, shaping our identity and creating a cohesive, recognizable experience for our customers and stakeholders.

I take the lead on designing and optimizing our website to ensure it is visually appealing and user-friendly. Focusing on enhancing the user experience by improving navigation, accessibility, and interaction, ensuring that the website effectively communicates our brand while driving engagement and conversions.

I conceptualize and execute visually impactful marketing campaigns that resonate with our target audiences. By translating strategic objectives into creative visual content, I ensure that each campaign captures attention and drives results. Whether digital or print, I make sure all materials are aligned with our brand identity and goals.

In addition to graphic design, I'm involved in creating engaging video content that aligns with our brand's message. I conceptualize, script, and oversee video production, incorporating animation, motion graphics, and live-action elements to enhance our storytelling and foster deeper connections with our audience.

As the Lead Designer for MFS, I lead and motivate our design team to produce exceptional work. I foster a collaborative environment, inspiring creativity while maintaining high standards. I mentor team members, provide constructive feedback, and ensure alignment with our company's goals, ensuring that we stay productive and innovative.

### OUTSTANDING BRANDING

Senior Graphic Designer  
2018 - 2022

Worked on the development of new original webstores and landing pages for major brands such as PwC, CBRE, Adobe and Amazon ensuring client requirements were met and ensuring brand compliance.

Created custom logos, professional presentations, produced and edited short videos and designed motion graphics.

Maintained multiple websites, worked closely with other creative teams and pro-actively participated in website user testing.

Trained and coordinated new employees and communicated with senior management to ensure that everything was aligned to the company's high standards.

### DOWLIS

Creative Director  
2017 - 2018

Directed the design department at Dowlis, managed a team of designers and web developers based in the UK and USA, mentoring them in their professional development and project progression.

Worked closely with the marketing department to create e-mail campaigns, web stores and events for blue chip clients such as Heineken, HP, HPE, Microsoft, British Airways, British Gas and Macmillan.

In charge of company marketing design, photography and gift merchandise.

Attended external meetings with clients as well as pitches and presentation design.

Provided high-quality design and acted as brand guardian for the majority of our clients, organising meetings with the team, to update them about changes and amendments and ensure brand compliance.

### OUTSTANDING BRANDING

Senior Graphic Designer  
2015 - 2017

Created luxury branding and marketing materials that adhered to established brand standards.

Materials included digital brochures, posters, magazine ads, shelf talkers, sell sheets, note cards, envelopes, packaging, powerpoint presentations, as well as various web and social media materials.

Worked with PR, Sales and Marketing Managers to design new POS materials and provide creative assets for brands including CBRE, PwC, Xero, Amazon.

Conceptualised and designed luxury packaging and logos for the development of new brands.

# Work Experience

Freelance Graphic Designer  
2010 - 2015

Tiffany Rose

Cut-out and image retouching for the Autumn-Winter '13, '14, '15 collection.  
Developed yearly digital catalogue, webmail, web shouters and banners.

Good Eating Company

Developed responsive websites and landing pages.  
Created web shouters, banners and assets for web pages and social networks.  
Created mass e-mails, newsletters.  
Designed menus, POS for various shops in London.

Good Governance Institute

Developed responsive websites for GGI and NHS England with Interactive pages, forms and contents to download.  
Created web shouters, banners and assets for web pages and social networks.  
Created mass e-mails, newsletters and direct e-mails.

The Poppy Factory

Cut-out and image retouching for the Autumn-Winter '13, '14, '15 collection.  
Developed yearly digital catalogue, webmail, web shouters and banners.

ASYMETRIX ADV - Rome

Graphic Designer  
& Photographer  
2000 - 2009

Reinvented the company's web layout and brand image.

Established new layouts to improve the brand's identity across distinct platforms.

Developed numerous marketing programs including logos, brochures, newsletters, infographics, presentations and advertisements, guaranteed that they exceeded client expectations.

Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals.

## Design skills

<b>Adobe Photoshop</b>	Expert	<b>Dreamweaver</b>	Advanced	<b>Figma</b>	Intermediate
<b>Adobe Illustrator</b>	Expert	<b>Html+Css</b>	Advanced	<b>Drawing</b>	Expert
<b>Adobe InDesign</b>	Expert	<b>Wordpress</b>	Expert	<b>Typography</b>	Expert
<b>Adobe After Effects</b>	Expert	<b>Hubspot</b>	Expert	<b>Concept</b>	Expert
<b>Adobe Premiere</b>	Intermediate	<b>Mailchimp</b>	Expert	<b>Layout</b>	Intermediate
<b>Blender</b>	Expert	<b>Office Suite</b>	Expert	<b>Branding</b>	Expert

## Languages

**Italian** | Mother tongue    **English** | Fluent    **Spanish** | Intermediate

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