



Cristiano Petrini

A Senior Designer capable to work in creative and innovative teams to share ideas that will produce outstanding solutions.

KEY SKILLS

Creative	Branding	Leadership	On Time
Problem Solving	Passion & Drive	Collaborating	Reliable

Address:

1054 ZS Amsterdam
The Netherlands, Noord Holland

Phone:

+31 (6) 14 36 2175

Email:

vektor57@vektor57.com

LinkedIn:

Cristiano Petrini LinkedIn

SKILLS:

Languages:

ITALIAN: Native Language
ENGLISH: Advanced written & spoken
DUTCH: een klein beetje

OS:

MacOS, Linux and Microsoft

Softwares:

Photoshop, Illustrator, InDesign, Acrobat, CSS, HTML5, Office Suite and few others

EDUCATION:

BFA "Bachelor of Fine Arts"
Visual Communication Design

University of Hartford,
Hartford Art School,
Hartford CT USA

3D Certificate

SAE Institute
Amsterdam, The Netherlands

PROFESSIONAL EXPERIENCE:

Aug 2010 - June 2022

GHSC Trading Bv, Amsterdam, NL

Art Director < Senior Designer < Graphic Designer

Duties:

- Created the complete visual identity of 4 companies
- Created all the 4 main companies Brand Books
- Collaborating, creating, and overseeing.
- Guided the creative team specialized in: Illustrations, Marketing Videos, Social Media, Websites and Clothing department.
- Creating new lines of marketing
- Overseeing projects from concept to final product for the 6 sister companies plus all the external Collabs.
- Prepared and managed projects.
- Met with clients and service bureaus.
- Assisted in development of all materials.
- Created material for pitches
- Created a line of clothing
- Print and digital Advertising, Fairs Booths, Standing Displays, 3D packaging, Logos, Brochures, Catalogues, Flyers, Menus, Stickers and complete set of derivatives for these companies.
- Car wrap graphic

In-House clients: Green House Seed Co., Green House Feeding, Green House Clothing, Strain Hunters, Strain Hunters Seed Bank, Green House Cooffeeshops, Green House Kitchen.

External collabs: Krush Grinder, Vapium, Propaganda and more

Jan 2006 - Jun.2006

OY Communications, Amsterdam

In-House Graphic Designer

Duties:

- Designed catalogs covers and spreads.
- Logos, packaging, posters and 3d Scketches
- Created innovative ideas following guide styles
- Prepared and managed projects from concept to final products

Clients: Nike Europe, Nike ACG, Levis Europe, Nestlé Waters Direct and more

INTERESTS: Music, Technology, OS's, Computer innovation, creative solutions.

OBJECTIVE:

An Art Director capable to work in creative and innovative teams to share ideas that will produce outstanding solutions.

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EDUCATION:**BFA Bachelor of Fine Arts**

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Hartford Art School,
Hartford CT USA

3D Certificate

SAE Institute
Amsterdam, The Netherlands

Jan 2005 - Jan 2006

The Reps, Amsterdam The Netherlands
Freelancer Graphic Designer

Duties:

- Freelancer Graphic Designer and Visual Designer

Clients: Nike Europe, ABN Amro, TWA, Puma, Shell and more

Jan 2004 - on hold

vektor57 (New York / Rome / Amsterdam)
CEO

Duties:

- 360 Print and Digital Creative Designs Solutions
- Specialized in building every visual aspect of a company
- Creating a brand from nothing
- Logos
- Design and coding for websites
- 3D graphics & animation
- Print & Interactive flyers
- Catalogues, Brochures, Posters

Personal Clients: 4 bit Records, Wonder Wet Records, WoodStyle, Fisiocomputer, Fireplaces Italy, Sergio Picciaredda, Van Der Hoeven interior Design, La mia casetta, Smylez Productions

Dec 2003 - Dec 2004

Influential Designs, Manchester, CT USA
Junior Graphic Designer

Duties:

- Designed layouts, created logos for brochures, advertisements, catalogs and annual reports
- Prepared and managed projects
- Met with clients and service bureaus
- Assisted in development of all materials

Clients: Hispanic Health Council, University of Connecticut, Birth to Three, Carvel, BJ's Wholesale Club, United Technologies, Aetna, The Ebony Horsewomen, Charter Oak Cultural Center, CAUSA and The City of Hartford

EDUCATION EXPERIENCE:**Degree:****Bachelor of Fine Arts****VCD - Visual Communication Design**

University of Hartford, Hartford Art School, Hartford CT USA

3D Certificate SAE Institute

Amsterdam, The Netherlands

Awards:

Best Logo Design, "GD USA" in 2009 New York
Graduated with Magna Cum Laude
Best Senior Portfolio of the Year

INTERESTS: Music, Technology, OS's, Computer innovation, creative solutions.