LISSANDRO SILVA

Senior Creative Designer

Senior Creative Designer with 15+ years of multidisciplinary experience across brand communication, campaigns, digital, print and motion.

I combine strong visual craft with end-to-end creative ownership, from research and concept development to production and delivery.

Experienced across fashion, travel, retail, FMCG and corporate communications, with a hands-on approach to collaboration, creative problem-solving and AI-assisted workflows.

EXPERIENCE

Creative Designer
Nov/24 - Present

Moonpig - London, United Kingdom
Designed integrated creative across CRM, ecommerce, paid social, digital advertising, motion, print, packaging and OOH. Developed assets for major brand partnerships, including Disney, NEXT and McDonald's. Contributed to campaign concepts, art direction and experiential activations, including a photobooth for Waterloo Station.

Contractor Creative Designer
Oct/18 - March/20
Jan/22 - March/24

Go City - London, United Kingdom
Developed integrated creative for Go City and The Great Cities Pass across 28 destinations, spanning digital campaigns, CRM, motion, print, OOH and experiential design. Created modular email systems, website assets, paid social, editorial collateral and exhibition graphics. Produced creative for transport advertising, brand partnerships and animated product tutorials, collaborating with UK and US teams.

Freelancer Creative Designer
Jan/21 - Sep/24

North Highland - London, United Kingdom
Developed internal communications and sub-brand identities for Heineken, GSK, Anglo American and KAUST, supporting HR and data transformation programmes. Designed interactive PDFs, infographics, animations, presentations, PowerPoint templates, reports and digital/print collateral. Created brand guidelines and multilingual assets to communicate complex information clearly and consistently.

Freelancer Digital Designer
May/21 - Jul/23

Truant - London, United Kingdom
Designed across digital and print channels, collaborating with the creative team to develop campaign concepts and deliver integrated creative assets. Created homepage visuals and rolled out digital campaigns for clients including PizzaExpress and Royal Caribbean Cruises.

Creative Designer
Oct/17 - Aug/18

Ann Summers - Caterham, United Kingdom
Developed seasonal 360° campaign concepts and BAU assets across digital and print. Created web banners, emails, social media and motion graphics, alongside window displays, POS, packaging, advertising, OOH and other promotional materials, ensuring visual consistency across channels.

Founder & Creative Lead
Oct/17 - Aug/18

Tricky Hips - São Paulo, Brazil
Founded and ran the brand end to end: campaigns and art direction, website, social, packaging and OOH. Oversaw digital marketing, managed a small creative team and coordinated suppliers.

EDUCATION

Dig. Product Design
Experience Haus - London, UK
Certicate in UX/UI covering every stage of digital product design.

Branding & Marketing
The Higher School of Advertising and Marketing - São Paulo, Brazil
Intensive courses in Branding and Marketing at the same institution.

Desktop Publishing
Panamericana Art and Design School - São Paulo, Brazil
Publishing, image manipulation, vector and editorial skills course.

Graphic Design
Central Saint Martins University of the Arts - London, UK
3-month summer course in Graphic Design foundation.

Fine Arts
Rio de Janeiro Federal University - Brazil
Bachelor's degree in Set Design at the Fine Arts School.

CONTACTS

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TOOLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Figma
- PowerPoint
- Wix
- Sailthru
- AI tools

EXPERTISE

Creative & Brand:
Art Direction / Brand Identity / Integrated Campaigns / Visual Storytelling

Digital & Motion:
Web & Ecommerce / CRM & Email / Paid Media / Social Media / Motion Graphics / Presentations

Print & Experiential:
Editorial / Packaging / OOH / POS / Exhibition Design / Window Displays / Merchandise

UX/UI Design:
User Research / User Journeys / Wireframing / Prototyping / Usability Testing / UI Design

LANGUAGES

Portuguese (Native)

English (Fluent)

Spanish (Basic)