

Gianmarco Malandra, Graphic Designer & Art Director

PORTFOLIO

<https://www.gianmarcom.xyz/>

🌐 📍 Chieti, Italy — Available for relocation

Art director and designer with 7+ years of experience across brand identity, social media, motion and sports content. I've worked with international artists and brands (Quavo, Tana Mongeau, Jacquees, NOVO Esports), owning creative direction from concept to delivery across digital, print and live events. Strong in Adobe Suite, Figma and 3D pipelines (Blender, Unreal, Substance). Native Italian, fluent English, studying Japanese.

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📍 Chieti, Italy

[Linkedin →](#)

[Google Drive →](#)

Professional Experience

January 2018 - Present

Freelance Graphic Designer & Art Director

Chieti, Worldwide

- **Delivered 40+ commissioned projects** end-to-end across music, film and sports, for international clients.
- Selected clients: **Quavo, Tana Mongeau, Jacquees, Jourdin Pauline, Spectrum Films, Blackmath Pictures.**
- Designed Blu-ray covers and promotional artwork for **officially distributed films.**
- Built long-term client relationships through repeat work and **full ownership from concept to delivery.**

April 2026 - Present

Freelance Social Media Manager & Strategist - Football Agencies

Chieti, Worldwide

- **Spearheaded Instagram strategies** for football agencies and professional athletes, driving a **25% increase in engagement rate** through 100% organic content distribution.
- **Directed high-impact visual storytelling** (matchday graphics, lifestyle Reels, career milestones), leveraging platform algorithms to maximize organic reach without relying on paid advertising.
- **Elevated players' personal brands**, transforming their digital presence into a strategic asset to increase market value and attract commercial sponsorships.

November 2024 - Present

Multi Media Designer



CoVince

Software Company

- Redesigned the **company app UI** and key landing pages, **unifying visual language** across platforms and cutting inconsistencies flagged in **during user test and internal reviews.**
- **Built the 2D/3D asset pipeline** for web, social, events and internal comms, delivering 100+ assets across 20+ projects.
- Produced motion graphics and video content for **digital channels and live events.**
- **Defined visual direction and brand guidelines** for original projects, giving the team a reusable system for graphics and video.
- Partnered with developers, marketing and external partners, **adapting work to existing brand constraints.**

July 2024 - October 2024

Graphic Designer & Art Director



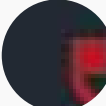
NOVO Esports

Esports and Media Company

- Led creative direction for the **"LetsGoSki" merchandise line** and event branding, from concept to production.
- Designed tournament visuals, merch, event branding and promo assets for esports tournaments.
- Supervised a **junior designer**, owning quality and deadlines across the team's output.
- Established visual foundations and guidelines **to support future brand growth.**

September 2023 - February 2024

Graphic Designer & Art Director



Stefano Francioni Produzioni

Theatrical Production Company

- Designed promotional campaigns for 6 national theatrical productions: **posters, social content and location visuals.**
- Developed show and project identities **consistent with existing brand guidelines.**
- **Managed multiple productions in parallel**, holding quality across tight, overlapping deadlines.

January 2019 - October 2019

Graphic and Social Media Designer



IRIS Rose & Co.

Talent agency

- Created and adapted social content for Instagram and YouTube campaigns.
- Worked with an English-speaking team, ensuring linguistic accuracy and brand consistency.

Education

ITIS Luigi di Savoia

High School Diploma
Scientific School

2011-2016

UI PEEPS

UX/UI Course by
Stephan Dube

September - December
2023

Skills & Awards

Softwares

Photoshop, Illustrator,
InDesign, After Effects,
Premiere, Figma ·
Blender, Unreal Engine,
Unity, Substance Painter
· DaVinci, CapCut

Technical Skills

Art direction, brand
identity, motion
graphics, social media
design, UX/UI,
wireframing &
prototyping, video
editing, HTML/CSS
(basic)

Languages

English - Professional
Fluency
Italian - Native
Japanese – JLPT N5/N4
(currently studying)

Soft Skills

Attention to detail ·
Communication &
collaboration · Problem-
solving · Managing
multiple projects in
parallel

**AMP - Alternative
Movie Posters**

Poster of the Week - 4
November 2024