

# Andrea Convalle

## Creative Designer

A versatile and highly skilled designer with extensive experience across web, print, and digital platforms. Strong illustrative and hand-drawing abilities complement my expertise in animation, 3D design, and multimedia production. Skilled in creating compelling user experiences and managing end-to-end design projects, from initial concept to final delivery. Proficient on both Mac and PC, with advanced skills in Adobe Creative Suite (Photoshop, After Effects, InDesign, Illustrator, XD, Animate), as well as Dreamweaver, Painter, DAZ3D, and Microsoft Office.



### PROFESSIONAL EXPERIENCE

#### Senior Designer

**LiveScore Group | Jan 2021 – Sept 2024**

Collaborated with a large design team to create graphics, advertisements, and multimedia assets for web and social media. Key responsibilities included:

- Producing video ads, web graphics, app store assets, and promotional content.
- Developing vector illustrations, 3D animations, and animated ads using After Effects, Animate, and HTML5.
- Successfully expanded the visual identity across multiple platforms, enhancing user engagement and brand recognition.

#### Senior Designer

**BGO.com | 2016 – 2021**

Initially worked independently, later leading a team of 3 designers, managing design projects for various media. Achievements included:

- Creating motion graphics, social media ads, and marketing visuals for web and print.
- Designing animations in After Effects, SVG, GIF, and HTML5 formats, helping BGO build a dynamic digital presence.

#### Flash/Game Designer

**GIMO LTD | 2007 – 2015**

Senior Flash designer for online games and digital design projects, covering:

- Game design, character illustration, 2D/3D animation, and interface design.
- Developing promotional graphics, HTML5 assets, and mobile-friendly visuals for banners, carousels, and landing pages.

#### Assistant Display Manager

**Hamleys, London | 2005 – 2007**

Responsible for window displays and in-store graphics for flagship store in Regent Street:

- Designed visual displays, collaborating with brands like Disney, Warner Bros., and Mattel.
- Oversaw a team in creating captivating visual installations, custom props, and backdrops, leading the store's rebranding for seasonal events.

#### Creative Designer

**Swatch AG Biel LTD Switzerland | 2005**

Worked with the Swatch Creative Lab to design watch collections:

- Created precise, detailed visuals aligning with Swatch's high brand standards using Photoshop, Freehand, and Illustrator.

#### Web Designer

**The iGroup (Computacenter's eBusiness Division) | 1999 – 2001**

Designed and developed client websites and corporate identities for clients including Vodafone, M&S, and DERA.



105 Ashbourne road, Mitcham



+447855361081



andreaconvalle@hotmail.com



www.andreaconvalle.com



www.flickr.com/photos/convalle/albums



vimeo.com/user3469308

### SKILLS

#### PROFESSIONAL SKILLS

Adobe PHOTOSHOP



After Effects



Illustrator



Poser



Flash/Animation



#### PERSONAL SKILLS

Communication



Teamwork



Creativity



Leadership



Management





## SKILLS

- Design Software: Adobe Creative Suite, After Effects, InDesign, Photoshop, Illustrator, Animate, Dreamweaver, DAZ3D, Painter
- Design Expertise: Illustration, animation, 3D modeling, web design, branding, print, packaging
- Specialized Skills: Character design, storyboarding, photography, photo retouching, and image manipulation
- Additional Skills: Audio and sound editing, Italian-English translation



## EDUCATION

- BTEC National Diploma in Graphic Design – South Thames College
- Basic HTML Course – Corps Business, iGroup Training
- Business Training Course – INBIZ/NESCOT
- Photolithographic Studies – IPSIA College, Reggio Emilia, Italy
- Graphic Design – Art Institute Paolo Toschi, Parma, Italy



### INTERACTIVE DESIGN:

#### Designer, Livescore group

Led the creation of multi-language digital ad campaigns across web and social media for Livescore, Livescore bet, and Virgin Bet. Used Adobe Creative Suite to produce high-impact visuals that boosted brand visibility and engagement in diverse markets. By crafting tailored, eye-catching content, ensured consistent brand messaging that resonated with a global audience.

### GAMES DESIGN:

#### Designer, GIMO

Spearheaded game design projects from initial concept to final promotion. Responsibilities included character development, interface design, and animation, as well as logo creation and branding. Developed demo builds in Flash, creating immersive experiences that strengthened GIMO's market presence and attracted new users through engaging, interactive content.

### WATCH DESIGN:

#### Designer, Swatch Creative Lab Milan

Creating conceptual design for several collections, working in both photoshop freehand and illustrator. The job required very high details images and precision to the swatch brand specification.

### WINDOW DISPLAY

#### Display Manager, Hamleys London

Designed and executed captivating window displays and in-store graphics, working closely with visual prop companies to bring creative concepts to life. Oversaw budgets and led a design team to build immersive installations, from large-scale backdrops and animatronic props to graphics and product placements. Key achievements included conceptualising and implementing a comprehensive store rebranding for Christmas, ensuring a memorable in-store experience for customers.

