

GIULIA SAPIO

SENIOR VISUAL & GRAPHIC DESIGNER

Italy / Switzerland · Remote-friendly

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PROFILE

Senior Visual & Graphic Designer with 10+ years of experience in digital design, performance marketing and visual communication: Meta and Google campaigns, sales funnels, digital, print and event materials. I specialize in bringing AI into creative production: I co-designed an ad generation system in which I define the styles, templates and brand rules, while keeping full control of quality and art direction.

CORE SKILLS

VISUAL & DIGITAL DESIGN

Branding & Visual Identity
Digital Campaigns & Ads
Landing Pages & Funnels
Marketing & Sales Materials
Event Design & Print

TOOLS

Adobe CC (Photoshop, Illustrator, InDesign)
Figma
Canva
After Effects, Premiere Pro (basic)

AI-ASSISTED DESIGN

Claude (ad production workflows)
OpenAI (image generation)
Midjourney (images & concepts)
ChatGPT (ideation & copy)
HeyGen (AI video & avatars)

PROFESSIONAL EXPERIENCE

SENIOR VISUAL DESIGNER

Moneysurfers Sagl (CH), 10/2023 – Present

Led visual identity and creative assets for online financial-education course launches: campaign look & feel, ads for Meta, Google and Criteo.

Co-designed with the tech team an AI-powered ad production pipeline (Claude, OpenAI image generation, Canva): from copywriters' documents to visual briefs and generated images, through to editable multi-page Canva designs and export with Meta spec checks.

Defined the design system that drives automated generation: 4 visual styles, source templates for feed (4:5) and story (9:16), color palettes, layout geometry and brand rules.

Art direction and quality control of AI output: style and image selection per ad, final retouching and variants (2 visuals per copy).

Created the key visual and graphic materials for Bazar Atomico Festival (1st edition, September 2026, Santa Fiora, Italy), a cultural event born from the podcast Il Bazar Atomico: digital and social communication, printed event materials.

Designed funnels and strategic pages in Figma (opt-in, sales, upsell, downsell).

Worked with copywriters, marketing and media buying; for Annata (wine investment): social graphics, Meta campaigns, price lists and brochures.

VISUAL DESIGNER

Mavex SA (CH), 02/2023 – 09/2023

Brochures, catalogues and packaging for a natural cosmetics company, including the visual launch of a new product line; materials for beauty salons (roll-ups, posters) and newsletters.

VISUAL DESIGNER

ParkinGO International (CH), 04/2019 – 09/2022

Visual assets for Google, Facebook and Bing campaigns, newsletters, DEM, landing pages and website; motion graphics and video (After Effects, Premiere Pro), offline materials and trade fair setups.

FREELANCE GRAPHIC DESIGNER

06/2016 – 03/2019

Independent projects for multiple clients: logos and corporate identity, print, packaging, banners, animated GIFs, emails and social media graphics.

PRODUCTION GRAPHIC DESIGNER

Star S.p.A. (IT), 05/2014 – 05/2016

Adapted graphic lines, packaging and catalogues for artistic gift items and home décor.

EDUCATION

MSc in Communication Design
Politecnico di Milano, 2014 · 110/110

BSc in Product & Communication Design
University of Genoa, 2011 · 107/110

LANGUAGES & AVAILABILITY

Italian: Native · **English:** B2

Available for remote or hybrid roles

Open to international teams