



Anita Mattioni

Graphic Design Manager

Manchester, UK

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Links

[Website](#) [LinkedIn](#)

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Languages

English (Fluent)

Italian (Native)

About

Hi! I'm a graphic designer and creative based in Manchester. I love pizza and print, gelato and all things digital.

My experience in a nutshell:

Team leader with experience managing the day-to-day and mentoring. Experience in creative strategy with focus on key commercial goals. Experience working with multiple business functions (Studio, Social, Marketing, Product, Trading and more) Experience across a multitude of channels including creative campaigns, social media, paid social, brand activation and marketing. Work well in a fast paced environment. Highly organised with great attention to details. Enthusiastic approach to work and customer-centric thinking.

Check out my work on www.anitamattioni.com

BRANDS WORKED WITH

Frasers Group

Missguided

Nuttersons

Experience



● Graphic Design Manager

Missguided | Dec 2021 - Sep 2022

- Managing the graphic design team, promoting a safe environment for open feedback and holding periodic team performance reviews.
- Mentor all members of the team with training and development, managing the team workflow and assigning tasks.
- Working closely with the Head of Creative and designers to take concepts and develop them across all touch points.
- Define, develop and manage the graphic style and overall aesthetic of the brand, offering new ideas and concepts to the wider business.
- Working directly with other department stakeholders to ensure successful execution of brand graphic narrative and help evolve the business creative process.
- Act as a brand guardian to ensure creative output is consistent across all multi-channel touch points.
- Creative approval of all design assets to maintain brand consistency throughout all work.
- Keep record of all brand content, analysing what worked and what didn't and reviewing workflow to increase productivity.



● Senior Graphic Designer

Missguided | May 2018 - Jan 2020

- Assist the Graphics manager in establishing concept, look and feel and messaging of both small and large campaigns
- Overseeing junior team members, providing direction and feedback, proofing work, delegating tasks
- Working collaboratively with the wider business
- Setting the tone for campaigns through graphics treatment to be implemented on all channels
- Working with the wider creative team on campaign concepts and TOV
- Recognise and react to emerging graphic trends appropriate to our target customers
- Research on relevant emerging brands, talents, artists etc.
- Create high quality assets including website components, emails, paid social adverts, organic social posts and in-store graphics
- Combining commercial awareness with creative execution, keeping the target customer at the centre of all creative solutions



● Lead Graphic Designer

Missguided | Jan 2020 - Dec 2021

Overseeing all homepage and app content across 9 territories

- Designing landing pages for new campaigns, taking into account customer focus and UX journey
- Producing high standard graphics for organic and paid social
- Overseeing the design and print of OOH advertisement
- Ensuring that all our customer facing output is fresh, innovative



● Graphic Designer

Nuttersons | Dec 2015 - Nov 2016

At Nuttersons I was responsible for the creation of design solutions that responded to the clients needs, under the direction of the creative manager and working closely with all other departments. This included brand development, digital content design (website and social media) and creation of print related marketing material for all our clients. I also mentored graphic design interns and junior members of the team.



● Multi-Channel Graphic Design Manager

Frasers Group | Sep 2022 - Now

Working across three brands - I SAW IT FIRST, Missguided and Studio Retail.

- Define, develop and manage the brands' creative reputation, offering new ideas and concepts to the wider business.
- Work closely with the Creative Team (Studio, Social, Influencer, Marketing and PR) to develop creative strategies and ensure holistic storytelling.
- Creatively direct the design team, review their work, manage project workflow.
- Manage external talent and freelancers.
- Ensure consistency of creative/brand message across multiple channels.
- Work with multiple business functions (Digital, Marketing, Product, Buying, Trading, Ecommerce) to develop a creative response to the business needs.
- Present and communicate creative solutions with clarity, effectively selling in ideas to variety of stakeholders.
- Translate strategic creative ideas into commercial objectives and able to drive change, with equal emphasis on process and outcome.
- Attuned to the wider e-commerce and retail landscape.