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London, United Kingdom
English · Portuguese · Spanish

FRANCO VILLANO

Senior Creative Designer with 10+ years of experience across brand identity, integrated campaigns, email, ecommerce, in-store and social creative. Most recently at Sephora UK, playing a key role in introducing the brand to the UK market and leading creative production across UK, European and international markets from concept through to delivery. Trilingual in English, Portuguese and Spanish, with an active AI-integrated workflow across the full design process

EXPERIENCE

Sephora
London, UK

Integrated Graphic Designer

Oct 2021
Aug 2026

– Led end-to-end creative production for one of the world's most recognised beauty brands, playing a key role in introducing Sephora to the UK market and establishing its digital visual identity from the ground up, delivering across web, mobile, app, email and in-store for UK, European and international audiences simultaneously
– Conceptualised and produced integrated campaigns and seasonal content across all digital and physical touchpoints — from initial brief through to final delivery
– Created and led email marketing creative at scale — 20+ campaigns per week across UK, European and international markets — tailoring assets for diverse audiences while maintaining premium brand consistency throughout
– Provided creative direction for product launches, paid social, organic social content and high profile seasonal campaigns — shaping the visual language of each moment, not just executing it
– Supported creative direction and visual production for high-profile brand events and experiential activations, including immersive experiences bringing together international influencers and luxury brand partners
– Integrated AI tools including Adobe Firefly and Canva AI into the creative production workflow, significantly accelerating output without compromising quality
– Edited product imagery and produced senior stakeholder presentations across the business
– Designed in-store banners, digital screens and point-of-sale materials for Sephora retail locations across the UK
– Worked at the intersection of global brand standards and local market needs — translating commercial objectives into compelling visual experiences at scale

Edirect
Leeds, UK

Senior Graphic Designer

Mar 2021
Sep 2021

– Led visual creative output across B2B and B2C clients at a fast-paced digital marketing agency, owning design quality across multiple accounts simultaneously
– Designed social media content and PPC campaign visuals across multiple digital platforms, adapting creative for different brand voices, audiences and markets
– Managed direct client relationships across international markets — including remote junior designer teams across Africa and the Middle East — translating briefs into creative solutions that met commercial and cultural objectives
– Mentored junior designers remotely across multiple countries, providing clear creative direction and feedback that improved both the quality of work and the confidence of the team

Pop Trade Marketing
São Paulo, BR

Graphic Designer

Mar 2019
Aug 2020

– In-house designer at a Brazilian trade marketing agency, leading creative production across e-learning, corporate communications and branded experiences
– Developed interactive e-learning programmes using Adobe Captivate and Articulate Storyline, translating complex corporate training content into engaging, accessible visual experiences
– Managed the agency's LMS platform end-to-end — overseeing course architecture, content uploads, evaluations and ongoing updates across multiple client programmes
– Designed graphic materials for corporate seminars, live events and branded presentations, working directly with senior stakeholders to deliver to brief and on time

Garotafit
São Paulo, BR

Graphic Designer

Apr 2018
Mar 2019

– Held full creative ownership across two lifestyle and fashion brands — Garotafit and La Boutique — covering brand direction, campaigns, social media, e-commerce and photography
– Conceptualised and produced campaign photography end-to-end — from mood boarding and creative direction through to shooting, editing and delivery — bringing seasonal collections to life visually
– Developed and managed social media content strategy and daily production across both brands, building consistent visual identities with limited resources and maximum creative freedom
– Produced monthly product catalogues, email marketing assets and e-commerce content, maintaining brand consistency across all touchpoints
– Maintained and updated the company website in line with active campaigns and seasonal launches

Jabuticaba Conteúdo
São Paulo, BR

Graphic Designer

Jan 2018
Apr 2018

– Designed and developed interactive online learning experiences using Adobe Captivate, combining visual storytelling with instructional design to create engaging, accessible digital content
– Created motion graphics and managed post-production editing for educational video content, bringing static concepts to life through movement and animation

Veolia Water Technologies
São Paulo, BR

Graphic Designer

Jul 2017
Jan 2018

– In-house designer for the Latin America and North America divisions of a global water technology company, producing multilingual creative communications across Portuguese, Spanish and English simultaneously
– Designed technical documentation, catalogues and reports for distribution across Latin American and US markets — translating complex industrial content into clear, accessible and visually compelling materials
– Led creative production for major trade shows across the United States, coordinating branded environments, print collateral, exhibition materials and event assets entirely remotely — at a time before modern remote collaboration tools existed
– Managed multilingual social media strategies across Latin America and the US — growing the B2B Facebook page from zero to 10,000+ followers in six months through targeted professional engagement campaigns, rewards strategies and community-building initiatives
– Produced internal and external newsletters, infographics, email marketing campaigns and print advertisements across three languages and multiple markets
– Developed HTML digital content and branded materials for corporate events, and edited video content and maintained the regional website for Latin America

Veolia Water Technologies
São Paulo, BR

Graphic Design Trainee

Feb 2016
Jul 2017

– Produced technical documentation, product catalogues and reports for distribution across Latin American markets in Portuguese, Spanish and English
– Managed multilingual social media content, adapting tone and creative approach for distinct regional audiences across three languages
– Developed email marketing campaigns, magazine advertisements and HTML digital content for internal and external communications
– Designed promotional materials, event collateral and branded merchandise for trade shows and corporate events across Latin America
– Coordinated end-to-end with print suppliers — from initial briefing through to production and final delivery
– Produced newsletters and infographics for both internal teams and external stakeholders
– Edited video content and maintained the Latin America regional website across three languages

Instituto Florestal
São Paulo, BR

Graphic Design Trainee

Feb 2015
Feb 2016

– Maintained and updated the Instituto Florestal website using HTML, publishing weekly content covering research programmes, scientific events and institutional news
– Provided end-to-end graphic design and communications support for public events, scientific expositions and research launches held at the institute's museum and public spaces
– Designed and produced editorial layouts for official research publications destined for the São Paulo State Environment Secretariat — ensuring scientific content was presented with clarity, rigour and visual excellence
– Collaborated directly with researchers to develop the visual identity and look and feel of their academic books and scientific publications
– Created all promotional and divulgation materials for institutional events — from concept through to print-ready production
– Designed technical reports, infographics and digital assets across print and digital channels for both internal teams and public audiences

EDUCATION

FIAMFAAM University

Bachelor's Degree, Graphic Design

São Paulo, Brazil · 2014–2017

SKILLSET

Adobe Photoshop · Illustrator · InDesign · After Effects · Figma · Canva Pro · Brand & Visual Identity · Visual Identity Systems · Email Marketing · Ecommerce Design · Social Media Creative · Campaign Production · Art Direction · Creative Direction · Print Production · Editorial Design · Presentation Design · Multilingual Creative Production · Client Management · Team Mentoring · Cross-cultural Communication

AI Tools: Midjourney · Firefly · ChatGPT · Claude · Canva AI · Runway · Kling · Pika · Sora