

Alessandro BOARETTO

London, UK | +44 7857 166223 | a.boaretto1981@gmail.com
<https://www.linkedin.com/in/aboaretto> | <https://www.alessandroboaretto.com>

CREATIVE LEAD

Passionate and strategic hands-on Creative Lead with 20 years of expertise in visual storytelling and brand consistency. Strong portfolio spanning print and digital design, UX/UI, and video & multimedia production. Collaborative team player thriving in fast-paced environments, delivering captivating visual experiences. Excels in translating ideas into cohesive and impactful visuals. A proven track record of executing multiple projects from conceptualisation to final delivery.

KEY SKILLS

Creative leadership	End-to-end project management	Strategic thinking
Full Adobe CC, Figma	UX, UI	Video production
Motion graphics/Animation	Word, PowerPoint, Excel	Training and mentoring
Brand Strategy	Print and typography	Stakeholder engagement

PROFESSIONAL EXPERIENCE

UN Principles for Responsible Investment (PRI)

2017–Oct. 2023

A United Nations-supported initiative with a global network of over 6,000 investors and the world's biggest proponent of responsible investment.

HEAD OF DESIGN & BRAND

Worked closely with Content, Editorial, Social media, Internal comms and PR teams, as well as external stakeholders, to deliver a wide range of products; from thought leadership guides and infographics to corporate videos, social media, pitch presentations, adverts, digital platforms and global events. Trained, mentored, and supervised internal design team as well as managed freelancers and suppliers. Maintained and implemented brand guidelines and templates to ensure consistency across all touchpoints. Obtained a certificate in UX Design and promoted UX principles and best practises within the company. Implemented production and delivery processes.

- Streamlined production processes and increased engagement and satisfaction rate.
- Reached and maintained 6% engagement rate and a 19% growth on social media.
- Helped generate a total revenue of £4.2 million for our annual event, PRI in Person. The 2022 event saw a 1,861.7% increase in video consumption, 7 million impressions and reached 2 million people on social media.
- Helped generate a total revenue of £1.8 million (+33% from 2021) for our online training unit, the PRI Academy, via a full visual brand redesign, social media visual strategy, an improved platform's experience, and new video content series.
- Achieved 34% increase in forms and surveys completion rates thanks to improved UX.

UN Principles for Responsible Investment (PRI)

2015–2017

DESIGN & BRAND MANAGER

Led end-to-end print and digital projects, including the creating of sub brands for the 10-year anniversary celebrations, and the Blueprint for Responsible Investment project. Designed brand identities for global initiatives such as the Climate Action 100+, and The Investor Agenda. Provided design support for AI Gore's Fiduciary Duty in the 21st century, the Legal Framework for Impact, and the European Union Taxonomy initiative.

- Ensured brand compliance across all touchpoints.
- Hired and built internal design team fostering an environment that awards excellence, openness, and growth.
- Built internal video production function reducing costs by 70% and increasing offering by 800%.
- 22% increase in candidate applications and 40% increase in retention rate during the application process via a recruitment-focused marketing campaign.

UN Principles for Responsible Investment (PRI)

2013–2015

GRAPHIC DESIGNER

Built and developed the internal design function, created brand guidelines and templates, provided creative direction and hands-on support for all internal projects. Acted as main point of contact for all suppliers and contractors.

- Reduced production costs by 85%.
- 21% overall increase in report downloads.
- 22% increase in unique visitors and a 35% increase in average session duration on the PRI website.

Various clients, UK and ITALY

2013–2017

FREELANCE GRAPHIC DESIGNER

Worked with UK recruitment agencies on their social media and pitch presentations. Acted as main designer for one of Italy's leading companies in the tanning, nail lacquer & beauty, and L.E.D. lights industries leading the creative production of all print and digital assets.

- 26% year-on-year increase in sales for UV4TAN.
- 24% year-on-year increase in sales for MOLLON PRO.
- 35% growth in new businesses for Holland & Tisdall, Prospectus, and Carmichael Fisher.
- Designed concept for an award-winning mobile app.

TCommunication Swiss

2011–2012

Swiss branch of a leader guerrilla marketing agency headquartered in Milan (Now NINETYNINE).

GRAPHIC DESIGNER

Led the conceptualisation, creation and deployment of several guerrilla marketing actions on the Swiss territory for clients such as Mercedes, Orange, Damiani, and Camel. Planned and executed small to large-scale events. Provided onsite event leadership.

- 20% increase in business acquisition and a 65% reduction in production costs.
- Increased brand visibility and sales for Vel Expo - 32% increase in tickets sale; Orange - 15% increase in client acquisition; Camel - 25% increase in sales.

EARLIER CAREER SUMMARY

GRAPHIC & WEB DESIGNER, PRINT SUPERVISOR 2003–2011

EDUCATION

- Diploma, UX Design (UX Design Institute)
- Adobe After Effect: Film and video effects (City Lit)
- DSLR filmmaking and Digital video editing: Stage 1, 2 and 3 (City Lit)
- Certificate, Web Design & Multimedia (ENAIP)
- Higher Diploma, Graphic Design & Communication (Olga Fiorini)