



Gianfranco Fagotto

Multidisciplinary Creative & Designer

📍 London, UK

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Links

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

Languages

English (Fluent)

French (Fluent)

German (Basic)

Spanish (Native)

Italian (Native)

About

Hello, I am Gian, a multilingual creative leader and designer based in London, helping brands through strategy, emotion, and creative expression.

/// Industries

Aviation / Financial Services / Luxury / Tech

/// Skills

Art direction / Conceptual design / Creative direction / Problem-solving / Experienced brand strategist / Experienced in managing in-house, freelance designers, and external agencies / Brand building & visual identity / Generative AI / Project and budget management / Solid understanding of UX/UI / Animation and video storyboarding

/// Languages

English / French / Italian / Spanish

In addition to my professional background:

- I am a fan of illustration — [SaatchiArt.com/gianfrancofagotto](#)
- I create music — [Spoti.fi/3wZjhrL](#)
- I am a mentor at the University of Westminster

To view my work, visit [gianfrancofagotto.name](#)

Enough about me. I would love to hear from you.

BRANDS WORKED WITH

Financial Times

IM London

Experience



● Art Director / UX & UI, Advertising

Financial Times | Dec 2016 - Dec 2022

- Worked at the in-house creative ad agency on £100K+ global and bespoke sponsored marketing campaigns, from brief to delivery.
- Art direction (photoshoots, illustration, animation and video storyboards)
- UX and UI design for content hubs
- Branded content development, UX/UI, branding, photo shoots, in-house animation, video production, and display advertising, with a strong conceptual focus on inclusive storytelling and culturally relevant content.
- Collaborated with Sales, AdOps, and Performance Marketing to pitch concepts and campaign ideas to clients and internal departments
- Liaised with third-party vendors, and global partners (designers, videographers, writers, photographers, illustrators, and web engineers)
- Large-scale project planning, including estimation of team and time

Clients

- Finance / Technology / Biopharma > Amazon Web Services, Baker Hughes, BlackRock, Credit Suisse, Cytiva, Google Cloud, GSK, IDA Ireland, Invest Qatar, Kaspersky, Lombard Odier, Mitsubishi, Morgan Stanley, Nippon Telegraph and Telephone, Smurfit Kappa, UBS
- Luxury / Lifestyle > AMEX, Auriens, BMW, Brunello Cucinelli, Laurent-Perrier, Marriott Hotels, Michael Kors, Patek Philippe, Piaget, Richard Mille + Ferrari, Saint Laurent, Singapore Tourism Board, The Macallan, Zenith

Key projects

- 2022 > FT X Richard Mille and Ferrari "Performance As An Accelerator of Style" sponsored content campaign
- 2021 > FT X The Macallan "The Red Collection" digital sponsored content campaign
- 2020 > FT X Piaget Watches "Extraordinary Women" digital sponsored

content campaign

- 2019 > FT X Auriens 'Later Life Stories', received two nominations at the European Digiday Awards in London for 'Best Use of Native Advertising' and 'Best Branded Content Series'
- 2018 > FT X UBS 'Transact' won 'Best Global Creative Strategy' and 'Best in Class' at the Gramercy Institute Financial Marketing Strategy Awards in New York.

Sectors

- B2B, B2C, Financial Services, Tech, Travel, and Luxury



● Freelance Creative Director

IM London | Jan 2023 - Now

- Leading brand development and pitch work from concept to execution.
- Managing the end-to-end creative process from briefing to execution, collaborating with account directors to ensure timely and on-budget delivery.

Clients

- Strategia Data Science, British European Aviation, Caroline Olds RE, Global Airlines, Million Plus, Land Union Hotels, Luisen Residenz Am Zeuthener See, Searcys, The Hollies, Wyck Hill House, Enness Finance, Hamilton Court FX, My Deco

Key projects

- Actively involved in shaping the brand, visual+verbal identity of Global Airlines (a startup airline company) right from its inception. This effort resulted in significantly enhanced brand recognition.

Sectors

- B2B, B2C, aviation, hospitality, financial services, technology