



Estefania Panizza Panizza

Contracted Art Director Sweaty Betty

📍 Clapton, London, UK

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About

My name is Estefi Panizza, I'm an art director specialising in fashion, boutique and high-end brands.

I have more than 6 years of experience working for international clients in the field of fashion, wellness and boutique industries. My passion is creating powerful brand experiences from the ground up.

I have a strong creative vision, a high level of design sophistication, a keen eye for photography, colour and typography. I have experience managing a creative team and as a creative producer.

My work includes brands like: Clinique, Sweatybetty, Bandier, Flowerbx, New Balance, Death to Stock, Act + Acre, among others.

BRANDS WORKED WITH



Experience



● Contracted Art Director

Sweaty Betty | Jan 2022 -

Long term contract as an Art Director within the design team, I've had the pleasure to work across emails, social, campaigns and the brand identity for SB New Concept Store in Battersea PowerStation.

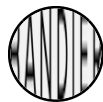
Managed a team of 7 in house & freelance designers, presented brand activations to senior leadership and was in charged of coming up with look and feels for promos, activations and partnerships.



● Art Director & Executive Producer

Death to Stock | Aug 2021 -

In charge of coming up with the look & feel and strategy for social media & newsletters, for their global subscription platform that provides on-trend digital assets to a community of 550,000 subscribers. I've quickly then started developing creative concepts for image drops and producing multiple of their drops in their library. Art Director, Creative Conceptualiser and Executive Producer all in 1 role.



● Senior Designer / Art Director

BANDIER | Feb 2021 -

Senior Digital Designer in charge of leading a team of 4 designers to come up with brand identities for product launches, capsule collections and operating under the in house marketing team.



● Senior Digital Designer

FLOWERBX | Jan 2018 - Dec 2020

My role spanned all digital design within the marketing and creative department. I was involved in creative projects, campaigns, website and all assets for the brand. Online digital marketing, banners, newsletters, social media, promo packs, website, animations, printed magazines, development of brand identities and roll out across all media channels.



● Middleweight Designer Design Bridge

Design Bridge | Jan 2016 - Jul 2017

Graphic Design, digital design, branding, packaging and editorial.

I was in charge of designing for some of the biggest brands in the world such as: Rexona, Swarovski, Meiyume, Logic.

Education & Training

- 2018 ● **Shillington Education**
Graphic Designer,
- 2006 - 2010 ● **University of Buenos Aires**
Licenciatura en Psicología,
- **Santa Talleres Photography**
Photography,