



# Mirko Albertin

Senior Graphic Designer at Debenhams

📍 London, UK

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## Links

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

## Languages

English (Fluent)

Italian (Native)

French (Basic)

Spanish (Basic)

## About

Hi, I'm Mirko! My history of success comprises over 15 years of dynamic career in administering and leading multidimensional design teams for creating captivating print graphics, illustrations, and production portfolios. Throughout my career, I have developed solid leadership skills and achieved out of box results:

- Solid history of organising, managing, and developing roadmaps for all graphic related projects and implementing robust branding initiatives for top-tier clients in fashion industry.
- Credible success in art direction and spearheading E-Play fashion shows, show room presentations, trade-shows, and subsequent advertising campaigns for I.D. & VOGUE Italia.
- Proven track record in liaising across multiple organisational levels and travelling to varied locations for research-driven inspiration and optimal brand engagement.
- Articulate communicator with demonstrated ability to interpret and transform creative briefs into realities to achieve shared visions and goals.

My Technical Proficiencies include:

- Platforms: Adobe Creative Cloud, Auto Desk 3DS Max, Microsoft Office Suite, Social Media
- Tools: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Muse, Adobe Dreamweaver, Adobe Edge Animate, Macromedia Freehand.

Please visit my portfolio at [www.mirkoalbertin.com](http://www.mirkoalbertin.com) - If you find my profile exciting or interesting in learning more about my skillset and experience, contact me on LinkedIn or email me at [info@mirkoalbertin.com](mailto:info@mirkoalbertin.com)

### BRANDS WORKED WITH

Debenhams Full-Time

Next Group Plc- Next Sourcing London

Replay

Various Brand

Wdt

## Experience

### ● Senior Graphic Designer

Debenhams Full-Time | Aug 2013 - May 2020

In this role I steered significant efforts to revamp brand image by leading and directing multidimensional design teams. Also, I assessed, approved, and directed key printing methods, techniques, and application of graphics to ensure optimal productivity.

Some of my contributions are:

- Oversaw overall branding, printing, and graphic applications for all Debenhams brands including RJR John Rocha, J by Jasper Conran, Mantaray, Hammond & Co., (UN) BIAS, and Maine.
  - Researched and analysed prevailing fashion/market trends to design and develop various branding graphics including but not limited to logos, illustrations, and vectors as well as textiles and apparel prints.
- [see less](#)

### ● Experienced Apparel and Branding Graphic Designer

Various Brand | Jan 2013 - Aug 2013

As a freelance graphic designer, I interfaced and collaborated with multiple Avery Dennison design teams to develop multitude of designs including branding labels, tags, and metal accessories. I utilised comprehensive knowledge to deliver apparel graphics for menswear trends/forecast books by collaborating with Style Right Trend Books.

Key Accomplishments:

- Coordinated, designed, and developed robust branding projects for HUGO BOSS Green, HUGO BOSS Orange, and Snowboard Brand Wed'ze.
  - Built and nurtured strong professional networks with multinational manufacturer and distributor Avery Dennison.
- [see less](#)

## ● Senior Graphic Designer

Next Group Plc- Next Sourcing London | Jul 2010 - Dec 2012

In this previous role, I rendered expertise to research, design, and develop branding/logos, labelling, packaging, illustrations, and apparel prints. Moreover I oversaw complete design process and ensured all critical dates for relevant product areas. I also managed and assured quality standards for all the prints and approved strike-off production by travelling to on-site production venues in Sri Lanka and Turkey.

Major Achievements:

- Travelled to Sri Lanka and Turkey for sample development procedures alongside London, Paris, New York, Los Angeles, Milan, Berlin, and Tokyo to research markets and accumulate diversified patterns in new designs.
- Led and developed numerous best-selling T-shirt's and clothing prints and got featured on the catalogue.

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## ● Graphic designer

Wdt | Apr 2003 - Jul 2010

During this tenure I reported directly to Head of Design and Managing Director. I maintained overall PDM uploading artwork images and print design. Also I attended and participated in seasonal trade fairs and graphic arts exhibitions to conceive new ideas, inspiration, and vision. Furthermore I created, compiled, and presented mood boards to visually highlight and brief seasonal trends and concepts. I also collaborated and consulted with fashion designers to launch seasonal colour palette. I developed various colour ways for salesmen samples and production to ensure consistency and sustainability of the brand.

My contributions are:

- Rebranded and transformed complete Sonneti brand into SC51 by spearheading and streamlining all designing/branding aspects including collections, POS, showrooms displays, and brochures.
- Featured optimal layout and development of each collection of the intranet Swatch Book and Look Book.
- Leveraged extensive expertise to design and deliver appealing visual/branding graphics that include but not limited to look-books, illustration, apparel prints, labelling, 3D and internet based POS and logos.
- Led and managed freelance graphic designers and presented/hosted sales agents, MD, design director, and designers at seasonal range launch.

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## ● Graphic designer

Replay | Jun 2000 - Apr 2003

REPLAY, FASHION BOX INDUSTRIES Spa, ITALY

Brands: REPLAY, E-PLAY, COCA-COLA Ware.

Graphic Designer for the E-play Men's & Women's Apparel & Accessories collections.

Reporting directly to the Creative Director.

Researched and designed the graphics, new prints and patterns for garments and fabric.

Design and development of catalogs, look-books, invitations, labeling.

Art direction for fashion shows, staging for presentations, trade-shows (i.e. Pitti Imagine, Uomo & Milano

Collezioni) and advertising campaigns (published in magazines as I.D. & VOGUE Italia).

Undertook E-Play stores image development.

June 2000 – JANUARY 2001

Replay Style/Fashion Department

Graphic Designer for the Replay Women's Apparel & Accessories collections.

Worked in the Graphic Dept. and reported to the Replay Style/Fashion Dept.

Researched and designed the graphics, new prints and patterns for garments and fabric.

Designed and developed the branding for the catalogues, look-books and company event invitations.

Undertook Replay stores image development.

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## Education & Training

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1997 - 1998

- **Scuola Italiana di Design**

Masters in Industrial & Product Design., Industrial and Product Design

- **Scuola Italiana di Design**

Diploma, Industrial & Product Design,

- **Università Ca' Foscari Venezia**

Business Economics Studies,