



# Gianfranco Fagotto

Multidisciplinary design lead and director

📍 London, UK

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## Links

[Website](#)

[LinkedIn](#)

## Languages

English (Fluent)

French (Fluent)

German (Basic)

Italian (Native)

Spanish (Native)

## About

A solid, multilingual, and strategic-thinking creative leader with proven global success in brand design and digital experiences across international markets. I have worked at agencies and in-house for companies such as Netjets, Liz Earle Beauty, and the Financial Times' content agency, bringing evidenced ROI to global brands.

Fierce problem-solving skills and a deep appreciation for consumer motivations. I believe kindness, empathy, and integrity bring better results for clients and help forge stronger relationships. I specialise in building brands and products that stand out and drive meaningful change.

I am a pragmatic dreamer. I like to turn vision into tangible success.

Currently, I am developing my 3D skills (Blender) and exploring AI-generated content.

### BRANDS WORKED WITH

IM London & IM Dubai

Financial Times

Elegant Resorts / Graff Diamonds / IM / Knight Frank / UK Tailors / Insijets / Xerjoff...

Netjets

Craft / Luxury Design Tailors / Portland Associates / Ralph&Russo / The Body Shop

Liz Earle Beauty Co. Limited

Brompton Brands

MUSE Magazine

PRESTIGE Magazin

Lovat Parks

Global Airlines

## Experience

### ● Freelance Creative Director + Designer

Various Clients in the Aviation, Lifestyle, and Luxury Space | Jan 2023 - Now

Clients:

- IM Agency > Strategia Data Science, British European Aviation, Enness Finance, Global Airlines, Hamilton Court FX, InMotion Food, International SOS, Metropolitan Gaming Group, Million Plus, Land Union Hotels, Luise Residenz Am Zeuthener See, Searcys, The Hollies, Wyck Hill House
- Personal > Kasbal, Lovat Parks, My Deco, Prestige Luxury Magazine

Working independently and with agencies on:

- Idea generation, concept development, brand development, editorial, UX/UI for websites, and pitch work
- Diverse range of clients — large and small, including start-ups — predominantly within the aviation, finance, hospitality, and most recently the health & wellness sectors. This involved generating concepts, designing visuals, creating final artwork, overseeing production, and ensuring timely and on-budget delivery
- Notable projects: developing the brand and visual identity of Global Airlines (start-up commercial aviation company) and Replete (start-up health & wellness).



### ● Art Director, In-house Content Agency

Financial Times | Dec 2016 - Dec 2022

- As part of the advertising department, my team helped deliver projects worth £20M+ in revenue in 2022.
- Led the development of bespoke and global marketing campaigns (on/offline), each with a budget of £100K+, and multimedia series from brief to execution. This encompassed tailoring content based on the client's budget and KPIs, running integrated promotional activities across ft.com and social media, UX/UI design for hubs, illustration, photo shoot organisation, animation, data visualisation, and video production.

- 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, video-graphers, 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
- 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 + Designer

Elegant Resorts / Graff Diamonds / IM / Knight Frank / UK Tailors / Insijets / Xerjoff Perfumes | Feb 2016 - Nov 2016

Working independently and with agencies on:

- idea generation, concept development, and pitch work
- UX and UI design for mobile apps and websites
- brand development and guidelines
- email campaigns, editorial
- photography art direction

#### Clients:

- Personal > GHD, Insijets, SecretSales.com, Webbing Solutions
- IMLondon.co.uk > Atriis, Birchwood Park Golf & Country Club, Cathay Pacific, COR app, Elegant Resorts, Enness Global Finance Brokers, JLL, Jumeirah, Pumpuli



### ● Global Head of Design

Netjets | Aug 2013 - Jan 2016

- Led successful post-merger rebranding for NetJets US/EU, resulting in a 25% boost in brand recognition.
- Developed the brand narrative across platforms and media — from digital storytelling, print, packaging, advertising, and co-branded content, to event marketing collateral (Art Basel, Grand Prix de Monaco F1, PGA Tournaments, among others).
- Conceptualised and directed 15+ photo shoots and 360° web galleries (interiors and exteriors), for new jet models coming into the fleet, ensuring brand consistency.
- 2015 on and offline advertising campaign (15% increase in leads).
- \$500K 3D rendering project to update existing photography of 15+ aircraft, interiors and exteriors.
- Oversaw the creative and design process with a team of eight designers/art directors.
- Managing the department's annual budget of \$3M and supplier negotiations

### ● Freelance Creative Director + Designer

Craft / Luxury Design Tailors / Portland Associates / Ralph&Russo / The Body Shop | Feb 2012 - Jul 2013

Working independently and with agencies on:

- Idea generation, concept development, email campaigns, branding, wayfinding, editorial, websites, events collateral and pitch work

Clients:

- Personal > Ralph&Russo, The Body Shop, Luxury Design Tailors, Xerjoff Perfumes
- Craft > Galbani, Sellotape
- Portland Design Associates > Mubadala REI

### ● Lead Designer

Liz Earle Beauty Co. Limited | Mar 2010 - Feb 2012

- Creative lead in research, vision and design for implementation
- Concept visualisation, brand and campaign development, in-store and out-store, photography art direction, visuals for QVC shows, digital and packaging
- Worked with award-winning design agency Turner Duckworth, on new make-up range packaging

### ● Creative Lead

Brompton Brands | Feb 2008 - Feb 2010

- Leading design and implementation of print and digital marketing campaigns
- Clients: Bacardi, Babilonia, Café de Paris, Chinawhite, FashionTV, Mami-lanji, MTV, Paper, Roof Gardens, Twenty4, Whisky Mist



### ● Senior Designer

MUSE Magazine | Nov 2006 - Jan 2008

- Cover and page layouts, branding, catalogues, marketing and events collateral
- Managing in-house creative staff, working with external agency (No. 11 in New York), attended fashion shoots and supervised the magazine's print production

Key achievements:

Muse magazine selected for appearance in London-based Distill magazine, which presents a digested read of the style and fashion press from all over the world

Muse selected for Colophon International magazine symposium, in the Layout Design category

[musemagazine.it](http://musemagazine.it)

## Education & Training

2018 - 2018

### ● University of the Arts London

Creative Direction,

### ● Istituto Europeo di Design

Web Animation,

### ● Istituto Europeo di Design

Video Post-production,

### ● Instituto Superior Metropolitano de Diseño, La Metro

Graphic Design & Advertising,

2024 - 2024

### ● University of Helsinki

Certification, Elements of AI

2024 - 2024

### ● Mastered

Certification, Blender 3D

2023 - 2023

### ● Google

Certificate, Advanced Google Analytics

2021 - 2022 ● UX Design Institute

Certificate, UI Design