



ANDREA SARTORIO

SENIOR DIGITAL DESIGNER — UI, DESIGN SYSTEMS & ART DIRECTION

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With over 15 years of design experience, including a decade in the UK, I'm a Senior Designer specialising in user interfaces, design systems, and modular email frameworks, with additional expertise in art direction, motion, and branding.

I blend creative execution with systematic thinking. Every campaign, identity, or product I build is designed to scale, maintain coherence, and leave room for the next iteration. By focusing on modularity and smart templates, I build practical toolkits that help teams speed up launch times, and keep the brand looking premium across all channels.

I collaborate within cross-functional teams, oversee design workflows, and mentor junior designers to deliver these systems. Now working independently, I focus on digital projects, from websites and products to modular campaigns and emails, where structure and creative direction meet.

Experience

Freelance

JAN 2026 →

Senior Digital Designer

Independent senior designer for agencies and brands, working across branding, motion, modular systems, and digital products. I shape creative direction and the systems behind it, keeping work coherent at scale.

MRM UK

APR 2023 → DEC 2025

Senior Digital Designer

Promoted to lead the design of large-scale systems and complex digital products for global clients, shifting from individual assets to the modular frameworks behind entire campaigns. Designed responsive web platforms and integrated campaigns, supervised three designers, and mentored a junior.

Digital Designer

MAY 2019 → MAR 2023

Created digital content and motion graphics for agency clients, bringing social campaigns to life with video and GIF animation. Delivered polished assets across diverse briefs, from digital ads to marketing collateral. New email modules I built for a key client contributed to my promotion and a move into modular systems.

TOMORROW TTH

MAR 2016 → APR 2019

Digital Designer

Led the design of over 300 email campaigns, managing a team of designers and developers. Designed a wide range of assets, from social and programmatic banners to websites, landing pages, and outdoor campaigns. Owned the agency's video content production end to end, from concept to final execution.

Freelance

APR 2011 → FEB 2016

Web Designer

Delivered end-to-end design for small businesses and start-ups, across both digital and physical products. Partnered directly with clients to turn strategic goals into functional, ready-to-build designs.

Kirox Design

JAN 2009 → MAR 2011

Co-founder & Web Designer

Co-founded an interdisciplinary studio, leading project management, UI design, and front-end development. Built tailored digital solutions, from websites to custom MySpace pages for music artists.

Education

Politecnico di Torino

BA Industrial Design, 2015

Studied product, exhibit, and retail design alongside modelling, rendering, and prototyping, backed by technical courses (physics, geometry, materials science) and management foundations.

Skills

SYSTEMS

- Design Systems
- Modular Email
- Design Governance
- Documentation

DIGITAL

- UI & Interaction Design
- Product Design
- Web Platforms
- Prototyping

BRANDING

- Brand Identity
- Motion Design
- Art Direction
- Brand Guidelines

Software

- Figma
- Photoshop
- Illustrator

- After Effects
- InDesign
- Premiere Pro

- Lightroom
- Notion
- Miro

Languages

English
Full professional proficiency

Italian
Native proficiency

French, Spanish
Elementary proficiency

Selected clients

