

Ludo Cestarelli

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(617) 901-5936

Experience

WillowTree

Graphic Designer

Feb 2023 – Present

Pitch prospective clients as go-to layout design expert. Plan, execute, and deliver varied multi-media projects for B2B and B2C clients.

Won \$100k project to reinvent regional fast food chain's loyalty program by creating mockups and presenting high-fidelity app screens to internal and external stakeholders.

Led design of inbound marketing whitepaper for multi-national health conglomerate; collaborated with copywriter on information hierarchy; conducted secondary research to create custom data visualizations.

Piaggio Fast Forward

Team Lead, Graphic Design

Dec 2022 – Feb 2023

Led brand overhaul by building guidelines, redesigning website, and managing brand architecture. Supported three product launches.

Graphic Designer

Mar 2020 – Feb 2023

Managed all graphic design efforts, from product to print design. Built two separate design systems from scratch in six months: DTC sales via company website and B2B fleet management via custom desktop and mobile apps. Art directed—and modeled in!—product photoshoots.

Wayfair

Graphic Design Intern

Jan 2018 – Aug 2018

Collaborated with marketing team to redesign email templates for industry-leading lifestyle brands Birch Lane and Joss & Main; drove 30% increase in click rate.

Guy Carpenter

Digital Marketing Intern

Jan 2017 – Jun 2017

Supported VP of Communication on ad hoc strategic storytelling initiatives using ExactTarget and HTML. Managed social media accounts with 30k reach.

Education

Northeastern University

BFA in Graphic Design

Class of 2019

Minor in Communication Studies

Summa cum Laude

Rhode Island School of Design

Summer Institute for Graphic Design Studies

Summer of 2019

Magazine Design

Book Design

Identity Design

Tufts University

School of the Museum of Fine Arts

Summer & Fall of 2023

Drawing for Illustration and Figurative Art

Anatomy for Drawing

North Bennet Street School

Winter of 2024

Woodworking 101

Skills & Interests

Adobe Creative Cloud, Figma, Glyphs

Bookbinding, type design, block printing

Japanese carpentry, Italian gluten, American tattoos

Languages

Italian, Spanish, HTML, CSS