

Andrea Montanari

Design & Creative Leader

London, UK

Email andrea@montanari.uk
 Phone +44 (0)7551 677056
 Web andreamontanari.com

	Experience		Education
Design Lead Bumble Inc.	<p>11/2022 – 06/2023</p> <ul style="list-style-type: none"> ● Ran the Design function of the global Creative Studio, leading on marketing initiatives and managing a distributed team of 10 designers, supporting their growth and career development; ● Restructured the team to balance seniority levels and reduced bottle necks by opening up the sign-off process while setting clear expectations around quality through daily Office Hours; ● Partnered with CommsHub and Creative Production teams to audit, streamline and update design templates and Figma library to speed up delivery and improve consistency across assets; ● Led the Gymshark partnership 'For dates that workout' that generated MoM a +8.2% in registrations, a +4% in awareness, 73m earned press impressions and was featured on The Drum; ● Led the Valentine's Day campaign 'You come first' which involved several brand partnerships, a photoshoot in the US, a new product launch and had a conversion rate of 7.5% (against average 1.32%). 		<p>Brand Strategy Masterclass 1 & 2 Level C, 2022</p> <p>Be a Better Boss Telegraph Media Group London, 2019</p> <p>MA, Branding & Identity University of the Arts (LCC) London, 2011</p> <p>MA, Marketing Comms Professional Datagest Bologna, 2008</p> <p>BA, Graphic Design Istituto Europeo Design (IED) Milan, 2001</p>
Senior Designer & Art Director The Telegraph	<p>08/2018 – 01/2022</p> <ul style="list-style-type: none"> ● Led the creative output across Subscriptions initiatives, driving acquisition and retention rates and helping The Telegraph become the first UK quality newspaper to reach 1m subscribers; ● Helped the media group exceed subscription targets every year in the tenure, using mentoring skills to keep the Design team motivated despite the change affecting the organisation; ● Led the rebrand of Subscriber Rewards which generated YoY a +57% in unique monthly views, a +23% in monthly engagement, a -66% in costs and halved the time required to deliver each ad; ● Worked with other internal teams and a US agency partner on the redesign of the Telegraph Shop, which generated YoY a +26% in conversion rates and a -35% in same day cancellations. 		<p>Mentoring</p> <p>Design Mentor on ADPList.org 2021 – present</p> <p>The Dots, Graphic Design Portfolio Masterclass London, 2019</p>
Lead Designer Ever After	<p>01/2015 – 11/2015</p> <ul style="list-style-type: none"> ● Covering for the Design Director's maternity leave, led the flagship Hilton account at an award-winning creative agency with a portfolio also including Nissan, Lego, Bayer and Global Media; ● For Hilton's leisure vertical AOL, developed and delivered a vast program of monthly communications across EMEA that contributed YoY to a +7.8% in RevPAR and a +11% in total revenue in the region; ● Managed relationships with senior Hilton executives, ran pitches and meetings, participated in strategy sessions and supervised the work of 2 designers and 1 copywriter working on the account. 		<p>Disciplines</p> <p>Brand Strategy Creative Direction Art Direction Advertising/OOH Identity Systems UX / UI Design Editorial Design Film & Motion Design Spatial Design</p> <p>Software</p> <p>Adobe Creative Suite Figma G-suite, MS Office Asana, Trello Miro</p>
Senior Designer Various	<p>01/2010 – 07/2018</p> <ul style="list-style-type: none"> ● Moved to the UK and built a pool of regular clients including the BFI, Moo, Unilever and Great British Chefs, as well as working with leading agencies such as Landor, Interbrand and Mission; ● Redesigned website and social media channels for online food publisher Great British Chefs, increasing monthly unique visitors from 50k to 350k and Facebook likes from 26k to 88k. 		<p>Languages</p> <p>English, fluent Italian, native</p> <p>Other</p> <p>Three time champion of the London Metropolitan Basketball League with the Hoxton Heat.</p>