ELISABETTA TUAN

ART DIRECTOR / DESIGNER / ANIMATOR

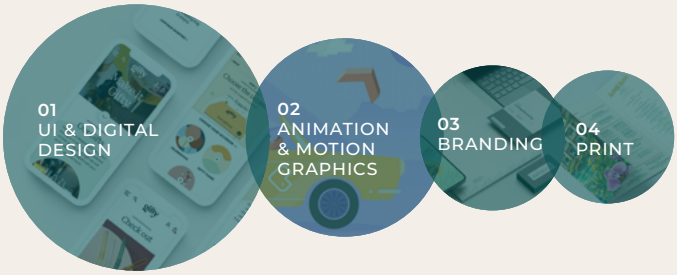
Curriculum Vitae

ABOUT ME

I'm a senior designer with a strong focus on UI design, digital design, and animation, blending strategic thinking with creative execution to deliver engaging user experiences across platforms.

While my core strength lies in digital, I also bring solid expertise in branding and print design, making me a well-rounded creative designer.

AREAS OF EXPERTISE



01
UI & DIGITAL DESIGN

- Web design & design systems
- Social media design
- Marketing assets
- Presentations

02
ANIMATION & MOTION GRAPHICS

- Storyboarding
- Asset preparation
- Compositing

03
BRANDING

- Concept development
- Brand systems
- Brand touchpoints

04
PRINT

- Editorial & layout design
- Large formats
- Artworking

SOFTWARE & TOOLS

SOFTWARE

- Figma
- Photoshop
- Illustrator
- InDesign
- After Effects
- Audition
- Character Animator

AI TOOLS

- Nano Banana
- Figma Weave
- Firefly
- Midjourney
- Higgsfield AI
- Leonardo AI
- Hailuo AI
- Pika
- Elevenlabs
- Udio
- Chat GPT

PERSONAL SKILLS

- Creativity
- Cooperation
- Communication
- Organisation

WORK EXPERIENCE

FREELANCE

I have been working as a freelancer in collaboration with several agencies, providing the following services:

- Designed responsive user interfaces (UI), created and maintained design systems, and created wireframes.
- Created static and animated digital assets for social media and other digital channels including interactive presentations, alongside print materials, ensuring visual consistency across formats.
- Developed brand identities ensuring consistency across all brand touchpoints.
- Managed projects from initial concept and ideation through to final design and production-ready files.
- Collaborated with multidisciplinary teams and mentored junior designers, providing creative guidance, feedback and technical support.
- Participated in client meetings to discuss project requirements, present design concepts, gather feedback to refine deliverables.

Agencies collaboration highlights:

UNILEVER
Brand designer

AKQA
UI designer

AMV BBDO
Digital designer & animator

SAATCHI & SAATCHI
Digital & print designer

WARNER BROS.
UI Designer

MCCANN ENTERPRISE
Digital designer

PUBLICIS SAPIENT
Brand designer

DENTSU X
Digital designer & animator

WEBER SHANDWICK
UI & print designer

TURNER BROADCASTING SYSTEM EUROPE
UI designer & animator

RAPP (OMNICOM)
Digital & print designer

DIGITAS
Digital designer & animator

IMG
Digital Designer

ADAM & EVE
Animator

LANGLAND
UI designer & animator

TMW UNLIMITED
UI & animator

HILL & KNOWLTON
Digital designer

Please click here to see my complate chronological freelance and permanent work experience.

CHRONOLOGICAL WORK EXPERIENCE

LANGUAGES

- English
- Spanish
- Italian
- German (basic)

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SOME OF THE BRANDS I WORKED ON

PUBLIC SECTOR
UK Hydrographic Office, Civil Service Fast Stream, Social Mobility Commission, Royal Navy, Transport for London, Royal Mail

ENTERTAINMENT
Warner Bros, CNN International, Now TV, BAFTA, Wizarding World, History Channel

AUTOMOTIVE
Rolls Royce, Jaguar, McLaren, Mercedes-Benz, VolksWagen, Hyundai, Kia, Landrover

CHARITY
Bill & Melinda Gate Foundation, Cancer Research, WaterAid, Marie Curie

FINANCE
HSBC, Barclays, Lloyds Santander, Paypal, American Express, Hargreaves Lansdown

FASHION
Louis Vuitton, Salvatore Ferragamo, Fendi

TECH
Apple, Microsoft, BT, Virgin, Vodafone

ALCOHOL
Strongbow, Wray & Nephew

ELECTRONIC
Panasonic, Sony, Samsung

RETAIL
Unilever, Sainsbury, Lidl, Dove, Diet Coke

HOSPITALITY & TRAVEL
EasyJet, Hilton, The Ivy Collection

SPORTS
Chelsea FC, IMG

OTHER
Duracell, Tommee Tippee

References available on my LinkedIn profile.

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