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Anita Sanvitto

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Education

2004-2007
BA Illustration and Graphic Design
Istituto Europeo di Design, Rome, Italy

2000-2004
Bachelor Interior Architecture
University La Sapienza-Valle Giulia, Rome, Italy

RESIDENCIES

2009
LetterPress On The Vandercook Press
by Daniel Gardiner Morris
The Arm LetterPress Studio and Gallery, NY

Painting Between Realism & Abstraction
by Andrew Castrucci
School of Visual Arts, New York, NY

2008
Painting and Mixed Media
School of Visual Arts, New York, NY

2005
Children's Books Illustration
La Fabbrica delle Favole, Macerata, Italy

Background & Skills

Over 10 years I have designed nationwide and international logos, brand identities, marketing, advertising and product launch campaigns. My polyhedral professional background includes both print and digital design. Additionally I also worked for the movie industry, designing graphics for videos and movie titles, posters and pre-production digital and print collaterals. I worked for brands, companies and museums such as Spotify, Anheuser-Busch, Peanuts, the MoMA as well as a host of startup and mid-size businesses. I worked also in the music industry designing flyers for music events and other graphic assets for their promotion campaign.

I am proficient in Adobe Creative Suite, with expertise in Photoshop, Illustrator, InDesign and presentation tools such as Powerpoint and Keynote. I am also a keen photographer and I have a great eye for detail, design, composition, color and great visual storytelling skills. I am especially experienced in creating original designs, visual mock-ups, prototypes along with performing various project management duties, working independently and in a team and liaising with the printers.

Softwares

Adobe CC 2022

- InDesign
- Illustrator
- Acrobat Pro
- Photoshop
- Lightroom

Microsoft Office

- Word
- Excel
- PowerPoint

Other

Keynote, Google Suite, Google SketchUp and Architectural draft. Basic knowledge of Adobe Premiere and After Effects.

Knowledge of film and digital photography, photo correcting and retouching. Experience in B/W film printing (darkroom)

Experience

2021 - Present

Graphic Designer

Avant Gardner

100 Bogart Street, Brooklyn, NY 11206, USA

I am a Graphic Designer at Avant Gardner. My role is to design music event brand identities and flyers for artists that perform at the venue along with other graphic assets for these events' promotion campaigns.

2022 - Present

Freelance Graphic Designer

The Violin Channel

Headquarter in New York, NY, USA

I design promotional graphic assets and art direct the curation of the website and social media accounts for the leading classical music news, media, and streaming platform.

2020 - 2021

Freelance Graphic Designer

Source1 Purchasing

1005 Lake Ave, Lake Worth, FL 33460, USA

I re-designed the old company logo and built a new brand book graphic standards. Along with the re-style of the company graphic assets I also designed some printed marketing collaterals.

2016 - 2020

Graphic Designer

Matt Murphy Design

48 W. 21st Street, New York NY 10010, USA

My role at MMD was to conceptualize, design and execute our clients' marketing campaigns. I've supervised the production process of clients' print collaterals, from designing and preparing print files to controlling the print production. Worked closely with Art Directors and Designers creating identities, print ads, packaging and other collateral for Peanuts, Spotify, Anheuser-Busch, Eleni's NYC, Edible Arrangement and Skowhegan School of Painting & Sculpture.

2015 - 2016

Freelance Graphic Designer

SituatioNormal

I designed branding and visual concepts for the launch of new clients' events. Designed advertisements, designed logos, illustrations, digital banners, billboards and various print collateral.

2014 - 2015

Senior Graphic Designer

Feldspar Brook

80 Thompson St, New York, NY 10012, USA

I was responsible for leading visual design projects including creating the brand identity of Feldspar Brook

and its brand guidelines, print collateral and digital advertising from initial conception to final design execution. I worked closely with product, sales and marketing teams to realize the full visual expression of the brand voice on product landing pages. I designed the frame and look of the brand website and worked closely with a web design team to realize website

2013 - 2014

Graphic Designer

Winter Design Group

48 W. 21st Street, New York, NY 10010, USA

At Winter Design Group I worked closely with Art Directors and Designers creating product designs and other collateral for the Metropolitan Museum of Art, The John F. Kennedy Center, The Dalí Museum, The Perez Art Museum and the National Building Museum.

2012 - 2013

Freelance Graphic Designer

Mark Pi's koko

3120 Valleyview Drive, Columbus, Ohio 43204, USA

Graphic Designer for communication and strategic marketing print / digital collaterals.

2009 - 2012

Art Teacher - Italian American Kindergarden

Hands on World

132 4th Pl, Brooklyn, NY 11231, USA

2009

Graphic Designer - Internship

NY Arts Magazine

473 Broadway, New York, NY 10013, USA

Graphic Designer and Gallery Administrator

2008

Artist Residency

School of Visual Arts

136 W 21st St, New York, NY 10011, USA

2007 - 2008

Graphic Designer

Isola Gallery

Piazza San Bartolomeo all'Isola, 00186, Roma RM, Italy

2005 - 2007

Architect Assistant

ICoREP2

Via Tirone, 00146 Roma RM, Italy

As an architect assistant I practiced my studies in architecture and in composition. I can easily handle and solve problems and what-has-to-be-done concerning installations and organizing a space.