



Pasquale Morelli

Senior Brand Designer

Portfolio — pasqualemorelli.com ↗
Social — [Instagram](#) ↗ [LinkedIn](#) ↗
E-mail — pasq.morelli@gmail.com
Phone — +39 3292620733

— About me

Based in Milan, specialised in brand design, turning business goals into clear creative direction. Experienced across tech and agencies, building scalable, high-performing brand systems and campaigns, with craft and purpose behind every choice.

— Languages

Italian — Native language
English — Fluent
Spanish — Beginner

— University

Politecnico di Milano
Master's Degree, Communication
Design — from 2017 to 2020
Grade: 110/110

Centennial College, Toronto
Exchange semester — 2019

Politecnico di Milano
Bachelor's Degree, Communication
Design — from 2014 to 2017
Grade: 110/110 cum Laude

— Postgraduate courses

Creative Leadership
Royal College of Art, London — 2026

Brand Management
Bocconi, Milan — 2026

AI x Design Thinking
IDEO U — 2026

Brand Strategy and Storytelling
Hyper Island, Stockholm — 2024

Branding Now. Ultimate branding course
for Senior Creatives
Future London Academy — 2023

— Core skills

Creative and art direction
Brand strategy and storytelling
Campaign concepts
Graphic design
Web design
Social content design
Motion design and storyboard
Brand systems a guidelines
Performance marketing creative
AI workflows

— Professional experience

TrueLayer, Milan

★ Senior Brand Designer — from Apr 2025

Leading the brand direction for [Pay by Bank](#) ↗ across web, product and marketing. Owning brand guidelines and production ensuring consistency and performance. Partnering with Product and Marketing to translate priorities into a clear roadmap and actionable creative direction.

★ Brand Designer — from Oct 2022 to Apr 2025

Delivering high craft assets across key brand and marketing touchpoints. Supporting campaigns and events, collaborating closely with cross functional teams to maintain consistency and quality.

Blossom, Milan

★ Graphic Designer — from Apr 2022 to Sept 2022

Designing brand identities and digital assets for multiple clients. Taking projects from early concepts to final deliverables and handoff. Working fast across formats while keeping strong visual craft.

Accenture Song, Milan

★ Experience Designer — from Nov 2020 to Apr 2022

Designing digital experiences within multidisciplinary teams. Blending UX foundations with strong visual design across screens and journeys. Contributing from discovery to delivery, balancing user needs and brand.

Ogilvy, Milan

★ Art Director Intern — from Jul 2019 to Jan 2020

Supporting concept development for campaigns and content. Producing and adapting assets across formats for global brands. Working within a creative team across feedback, production and delivery.

Polimi Sport, Milan

★ Graphic Designer and Content Creator — from Mar 2017 to Jul 2019

Creating graphics and video content for Politecnico di Milano Sport social channels, supporting event storytelling and promotion.

— Teaching experience

Politecnico di Milano, Milan

★ Corporate Identity, Teaching Assistant — from Feb 2024

Mentoring students through feedback to push concept and craft. Delivering lectures on design methods and project workflows.

★ Digital Image Culture, Teaching Assistant — Oct 2023 to Feb 2025

Leading project mentoring, supporting students in developing strong concepts and high quality communication outcomes.