

# ANGELASALVO

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## BRAND+DESIGN

### CONTACT

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### EXPERTISE

Brand + Identity

Visual Design

User Interaction


Art Direction


Marketing


Information Architecture


Project Management


### DESIGN TOOLS


Sketch App 


Illustrator CC 


Photoshop CC 


InDesign CC 

Acrobat DC 

Bridge CC 

Figma 

PowerPoint 

InVision 

### BUSINESS TOOLS

Google Cloud G Suite

Dropbox

Jira + Confluence

Slack

### EDUCATION

**University of WI-Madison**

Bachelor of Arts

Journalism + Psychology

**Chicago Portfolio School**

Design + Advertising

### EXPERIENCE

#### Freelance

**2019-Present | Stockholm**

Formed Angela Salvo Brand + Design. I work remotely with various companies around the world on a project to project basis with focus on brand and identity design, UI design, presentation design, illustration and print. Current clients include: Redfin, Far Homes, Remine and more.

#### Art Director/Designer

**2019 | Insurello, Stockholm**

Worked with this startup to develop their brand and identity; built and maintained complete UI library, site, app and templates; developed digital marketing and email campaigns; created illustrations for office and online branding.

#### Sr. Manager/Principal Designer

**2017-2018 | Redfin, Seattle**

Led Brand Design Team strategy and oversaw all digital and print design for marketing, PR, recruiting and customer education. 50% of work was hands-on design and art direction, and 50% was mentorship, setting standards, processes, goals, and presenting new initiatives to the executive team.

#### Manager/Sr. Designer/AD

**2012-2017 | Redfin, Seattle**

Built and led Brand Design Team. 75% of work was hands-on design and art direction. I established the identity system, brand guides, and print styles. Built a national listing signage system. Created suites of collateral for real estate and recruiting. Launched direct mail and digital campaigns.

Set design standards for marketing email and web pages. Developed UI tool kits and common components. Designed homepage, recruiting pages, core marketing and educational pages on Redfin.com.

Formed photography style guides. Hired team, managed and directed shoots. Built a national archive of thousands of lifestyle photos.

Hired and trained a production design team, Creative Services.

#### Visual Designer

**2010-2012 | Redfin, Seattle**

Was hired as initial sole designer and partnered with Marketing, Product, and Engineering.

Led design for on-site merchandising, print, signage, iconography, email, digital ads and presentations. Managed print, design and photo vendors.

Redesigned Redfin logotype, created new logo mark, updated iconography, color palette, signage, and collateral. Created identity systems for new sub-brands and products.