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ABOUT

Hi, I'm Angela Salvo, a staff-level product and visual designer specializing in UI systems, brand design, and zero-to-one products with 12+ years building cohesive design experiences for high-growth tech startups.

EXPERTISE

- Product Design · Brand Design
- Identity Systems · Visual Design
- UI Design · Graphic Design
- Art Direction · Print Design
- Presentation Design
- Infographics

SKILL SET

Adobe Creative Suite

- Illustrator · Photoshop · InDesign
- Bridge · Lightroom

UI/Product Design

- Sketch · Figma

Presentation Design

- PowerPoint · Google Slides

Productivity

- Google Cloud · Microsoft Office
- Slack · Dropbox

Also experience with...

- Chat GPT · Claude · MidJourney
- Wix · Square Space · Mail Chimp
- LottieFiles · Bubble · Pitch · etc.

EDUCATION

University of WI-Madison

- Bachelor of Arts – Journalism
- Bachelor of Arts – Psychology

Chicago Portfolio School

- Design + Advertising

WORK EXPERIENCE

Angela Salvo Brand + Design

Owner

(Product, Brand, Visual)

2021 – Present
Stockholm, Sweden

Managed projects and defined specs, worked directly with C-level and management to deliver results.

Developed brand identities, designed product + UI, created print collateral, graphics and presentation decks.

Far Homes

Founding Designer

(Brand, Product, Marketing)

2022 – 2024
Seattle, USA – Remote

Start-up aiding Americans buying vacation homes in Mexico

Designed website, property search tool, branding and identity standards, UI kit, agent portal to add + edit listings, marketing and educational pages, product and marketing emails, templates, social media, infographics, iconography, illustration, photography styles, investor decks, etc.

Remine

Contract Designer

(Visual + UI Design)

2020 – 2021
Virginia, USA – Remote

B2B Real Estate Tech

UX/UI audit of product, designed new landing pages, UI elements, iconography, pitch decks and multipage print collateral for marketing.

Insurello

Lead Designer/Art Director

(Brand, Product, Marketing)

2019 – 2020
Stockholm, Sweden

Start-up helping Swedes secure Insurance payouts

Sole designer responsible for end-to-end product experience and brand. Redeveloped identity; designed UI library, site, app, and templates; developed digital marketing + email campaigns; illustrated graphics for office and online branding.

Redfin

Principal Designer/ Sr. Mgr. of Brand Design

2017 – 2018

Sr. Art Director/ Mgr. of Brand Design

2012 – 2017

Visual Designer

2010 – 2012
Seattle, USA

Real Estate Search + Tech

Led Brand Design Team. Oversaw strategy and design for Marketing, PR, Recruiting + Customer Education. Redesigned logo, created identity systems for core and sub-brands, designed for site, product, email, print, signage, + social media. Developed UI kits, common components, + style standards for photography. Built national signage system + print collateral suite. Launched direct mail, digital marketing + billboard campaigns.