



Samuele Barbieri

CREATIVE DESIGNER



Check out my portfolio here
www.sbraficdesign.com

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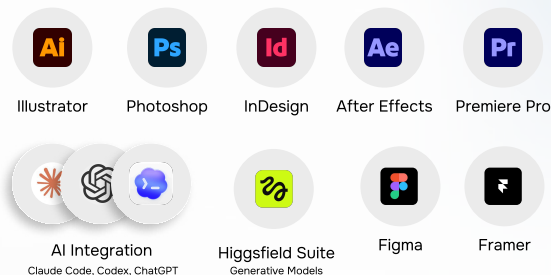
Phone

(+353) 089 4073173

Languages

Italian (Native) - English (Fluent)

Digital Skills



Education



NABA, New Academy of Fine Arts

Milan, Italy

October 2019 - December 2022

Bachelor's Degree in Graphic Design & Art Direction



UX Design Institute

Dublin, Ireland

Professional Diploma in UX Design

September 2024



Memorisely

Remote

UI Design Bootcamp

September 2024 - December 2024

Certificates



Motion Design School

Remote

Motion Tricks Course

May 2023



Kaplan International

Dublin, Ireland

C1 English Certificate

January 2023

I'm a creative designer with a growing focus on motion and UI design, experienced in both in-house and agency environments, with a background in hospitality. Currently part of the Ryanair design team, I enjoy translating ideas into clean, effective visual experiences with a strong sense of brand consistency across digital, social and print. I'm looking for new opportunities where I can bring my expertise to a new team.

Work experience



Ryanair DAC

Dublin, Ireland

Currently working here

Creative Designer

March 2026 - Present

- Designing animated and static content for promotions and campaigns across web, app, social and email, reaching millions of users.
- Creating digital and print assets for Ryanair airports across Europe.
- Developing expertise in generative AI models, integrating image and video generation into the design workflow to speed up production.
- Working closely with social media, Internal Communications and marketing teams on internal videos, social content, route announcements and events such as hangar openings and customer panels.

Junior Designer

January 2025 - March 2026



DROPSHOT ADV

Milan, Italy

Graphic & Web Designer

February 2023 - August 2024

- As the agency's sole designer, created brand identities, websites and social content for luxury hospitality clients across Italy, working directly with key clients.
- Led the rebranding of R Collection Hotels, one of Italy's most prestigious luxury hotel collections.
- Redesigned the website and produced social content for Le Carillon - Portofino (Dolce & Gabbana Beach Resort).
- Designed the website for the opening of Victoria Beach, a new beach resort on Lake Como, in partnership with Grand Hotel Victoria Menaggio, one of the lake's most exclusive hotels on the lake.



The Blue Corner®

Milan, Italy

- Launched a hospitality podcast with the Dropshot team, managing branding, video editing, and live production. Grew it to millions of YouTube views and thousands of social followers.



Hibe TV

Milan, Italy

Graphic Designer Intern

April 2022 - October 2022

Delivered motion graphics and UI improvements for the Hibe web app.



Scuolazoo

Milan, Italy

Graphic Designer Intern

March 2020 - August 2020

Delivered animated creative assets for an exclusive Snapchat partnership.