



Sara Tonelli

Art Direction • Graphic Design

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Creative Designer working across Graphic Design, Art Direction, and Content Creation.

Driven by storytelling and visual consistency, with experience in brand campaigns across various digital platforms & physical spaces.

Experience

Junior Art Director
BBB London
London, UK
July 2025 - Mar 2026

Supporting the Art Director across the development & delivery of creative campaigns, from initial research and ideation through to final execution. Responsibilities include compiling visual research and mood boards, developing storyboards and pitch concepts, and translating briefs into on-brand creative outputs. Shoot production, including set design, prop sourcing, casting, and on-set direction, as well as managing shoot logistics such as shot lists and product samples. Ensuring high-quality final delivery through asset refinement, and close collaboration with teams across all stages of production.

Junior Creative
Blink Brow Bar
London, UK
May 2025 - Mar 2026

Part of the creative team responding to the Art Director, with responsibilities across print and digital graphic design contents for in store development and online ads, and motion design support for integrated campaigns. Work spans across various digital platforms and physical spaces including BBB boutiques and concessions such as Selfridges, John Lewis and Liberty.

Adobe SBA
Adobe
London, UK
Feb 2025 - Apr 2025

On-campus Adobe Events Producer and Social Media Content Creator, contributing to Adobe Express outreach and the promotion of the A-List Festival, winner of ITV's bCreator Awards 2025.

Social Media Manager
JunkJewels
London, UK
Apr 2025 - Jan 2026

Social Media Manager leading social media strategy and content editing & planning, supporting the production of campaign shoots as photographer and videographer. Contributing to measurable growth (+7%) in brand reach.

Graphic & Motion Design
Freelancer
London, UK
Los Angeles, CA
June 2023 - Present

Freelance creative work including rebranding and packaging design for Repetition Coffee, branding, graphic design and social media content for the Los Angeles Marathon, and motion graphics and logo design for small businesses.

Graphic Design &
Social Media Manager
CabaretLIVE
London, UK
Jan 2023 - June 2023

Graphic Designer and Social Media Manager, awarded following a Creative Advertising and Graphic Design competition. Collaborated with a classmate and the Head of CabaretLIVE to develop the brand's visual identity and social media strategy, resulting in a 38% increase in engagement.

Intern
Hub.TV
London, UK
Nov 2022 - May 2023

Internship across production, marketing, and creative departments. Supported production as a Production Assistant with budget allocation and production management, contributed to marketing through content strategy and consumer research, and worked as part of the on-site creative team for live recording sessions and socials content creation.

Education

Kingston University
London, UK

BA(Hons) Creative & Cultural Industries: Art Direction
First Class with Honours

California State University
Los Angeles, CA

BA Design & Communication with Digital Media Arts
3.9 GPA

UCA
London, UK

Level 3 BTEC Foundation Diploma in Art, Design & Media
Distinction

Skills

Adobe Creative Suite
Illustrator
Photoshop
InDesign
PremierePro
After Effects
Adobe Firefly

Creative
Figma
HTML / CSS
Photography
Videography
ScreenPrinting
3D Design

Production
Trello
Miro
Slack

Microsoft
Office
Excel
Word
Copilot
Powerpoint

Languages
Italian
English
Spanish