



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

Creative Intern
Blink Brow Bar
London, UK
April 2025 - Present

Part of the creative team working closely with the Art Director, with responsibilities across print and digital graphic design, set design, and junior art direction for campaign shoots. 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 - April 2025

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

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

Social Media Manager leading social media strategy and content planning, supporting campaign shoots and contributing to measurable growth in brand reach (+7%).

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 logo design with motion graphics for small businesses.

Graphic Design &
Social Media
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 Practice
Distinction

Skills

Adobe

Creative

Microsoft

Languages

Illustrator
Photoshop
InDesign
PremierePro
After Effects
Adobe Firefly

Figma
HTML / CSS
Photography
Videography
ScreenPrinting

Office
Powerpoint
Excel

Italian
English
Spanish