

Fabrizio Garda

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Based in Turin, Italy
Open to Remote
and relocation

Creative Director and Visual design lead with 12 years building and directing brand systems at Arduino. Experienced in creative direction, brand strategy, and cross-functional campaign management. Track record of translating complex technical narratives into cohesive, scalable visual identities. Led teams of illustrators, graphic designers, industrial and product designers, as well as motion designers across product, branding, and marketing disciplines.

Work Experience

January 2023 - Present

→ Creative Director & Visual Design Team Lead | Arduino & Qualcomm

Directed creative strategy for 12+ product campaigns and 13+ global events in 2024, partnering with Arm, Google, K-Way, and Bosch. Built Arduino's Brand Hub, centralizing brand guidelines, templates, and governance for teams and agencies. Developed a scalable illustration system used across digital, print, and education. Led and mentored a 4-person multidisciplinary team using Agile/SCRUM. Designed a Figma campaign system, cutting setup time and boosting throughput. Coordinated brand alignment with Qualcomm post-acquisition, ensuring Arduino's visual identity fits their ecosystem. Mentored designers adopting AI tools across the whole design process.

April 2020 - January 2023

→ Senior Visual Designer & Art Director | Arduino

Managed brand consistency across social media, packaging, and educational content during major growth. Directed packaging design expanding in new countries, balancing manufacturing and quality. Established brand governance for design consistency. Created visuals for educational kits and campaigns with Google, Arm, and RS Group.

October 2015 – April 2020

→ Visual Designer | Arduino

Grew with Arduino from 40 to 140+ employees, updating brand and visuals through each growth stage. Created assets for marketing, product launches, and events across web, print, and social media. Built design systems for brand consistency and scalability. Gained skills in creative production, motion graphics, and launch materials.

January 2019 - Present

→ Freelance Visual Designer & Illustrator

Created warm, unique illustrations and branding for editorial and commercial clients in Europe and the U.S. Commissioned by HP® for Pride campaign art. Developed brand identities and visuals for indie and tech clients. Worked on editorial and commercial campaigns in culture, education, and tech sectors.

Skills

Disciplines - Creative Direction, Brand Strategy, Visual Identity, Campaign Management, Brand Architecture, Packaging Design, Illustration, Design Systems, Brand Governance, Stakeholder Management, Team Mentorship
Tools - Adobe Creative Suite, Figma, Notion, Framer, Claude Suite, Jira & Confluence, Google Suite, Chat GPT, Perplexity, Adobe Firefly
Methods - Agile, SCRUM, Cross-Functional Collaboration, Design Operations, Tone of Voice Development

Education

2014 February – October

→ Graduate Diploma of Design / Design Anthropology (Remote)

at Swinburne University of Technology in Melbourne, Australia

2009 - 2013

→ Bachelor's Degree in Industrial Design

at Polytechnic of Turin, Italy

2004 – 2009

→ Diploma of Graphic Design

at Advertising Design School I.P.S. Albe Steiner in Turin, Italy

Thanks for stopping by ♥