Pia Valmori

Art Director · Editorial and Campaign Design

art-director@example.test · Singapore

Skills

Art direction · Editorial design · Campaign systems · Contributor briefing · Production review

Projects

2025 **City reading season**

Directed the visual system for 18 campaign assets across five channel formats. The in-house copy lead owned messaging and the publishing lead approved release.

Summary

Art director for editorial launches and campaign systems. Leads visual direction, briefs specialist contributors and works with production to adapt layouts across physical and digital channels.

Experience

2021-11 – Present **Art Director**
Orchid Quay Creative Studio

- Developed art direction routes from approved briefs. Presented trade-offs in legibility, photography and placement to the editorial team.
- Consolidated approvals into two feedback rounds for a seasonal campaign. Logged decisions before handing assets to production.
- Maintained a photo usage register with approved crops, channels and expiry dates. Escalated unclear permissions before release.

2017-08 – 2021-10 **Senior Editorial Designer**
Juniper Kite Publishing

- Designed editorial layouts and prepared responsive crop guides for partner placements.
- Checked colour proofs and recorded agreed changes with the production editor.

Education

2017 **BA Visual Communication**
Meridian Harbour School of Design

Languages

English · Italian