

RICARDO MÉDICI

Senior Graphic Designer | Bid & Presentation Designer | Creative Lead

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PROFESSIONAL SUMMARY

Senior Graphic and Presentation Designer specialising in bid, pitch and executive presentation documents, editorial publications, modular design systems and live event creative. Experience across architecture, iGaming, travel, events and sport, in both in-house and agency environments.

Managed publications of over 1,600 pages. Built modular template systems used across 14 markets that cut production costs 18-fold. Developed InDesign (JSX), Python and VBA automation that removes repetitive production work. Comfortable leading creative direction and working directly with senior stakeholders.

CORE SKILLS

Bid Documents | Pitch Decks | Presentation Design | Editorial and Publication Design | Brand Identity | Design Systems | Template Architecture | Creative Direction | Event Design and Production | Stakeholder Management | Print Production | Workflow Automation | AI-Assisted Production

TECHNICAL SKILLS

Expert: Adobe InDesign, Photoshop, Illustrator, Microsoft PowerPoint, Keynote, Canva

Automation: InDesign Extend Script (JSX), Python, PowerPoint VBA, batch processing; Gemini, Claude and Perplexity for script development; VS Code with AI agents for web builds

Intermediate: Figma, Excel, HTML5, CSS3, WordPress, PHP, Premiere Pro, After Effects

Basic: Google Slides, 3DS Max

PROFESSIONAL EXPERIENCE

Freelance Designer | Confidential international architecture brand, London

June 2026 – Present

Brand in development. Creating brochures, templates, pitch decks, brand guidelines and website.

Senior Graphic Designer | Foster + Partners, London

May 2025 – June 2026

Global architecture and engineering practice. Member of a nine-strong design team, reporting directly to Senior Partners.

- Produced master plan reports, bid books, corporate brochures, coffee table books and executive presentations of up to 1,600 pages per cycle, coordinating contributions from multiple consultants, disciplines and international offices.
- Led concept, art direction, copywriting and production on bespoke bid and presentation publications, including an Arabic-language edition.
- Built cross-software workflows between PowerPoint and InDesign for multi-contributor documents.
- Developed JSX and Python scripts to manage InDesign and PDF files of over 1,600 pages and 5 GB, applying large-scale visual updates in batches with no manual intervention.
- Maintained brand and production standards across all deliverables.

Senior Graphic Designer (Freelance) | Self-employed, London

October 2024 – May 2025

Design, publication and automation work for clients in sport, iGaming, blockchain, crypto and FMCG across the UK and South America.

- Designed the Chelsea FC Performance & Reward Playbook (c. 100 pages, digital), working with the club's HR and graphic teams to turn complex internal frameworks into a structured, executive-facing publication.
- Produced an awards event presentation for a global FMCG leader, covering KPIs, market share and market strategy.

Senior Designer | Betsson France, Remote

May 2024 – September 2024

Multinational online gaming and betting company. Ran the project as a standalone lead, reporting to the Head of Marketing.

- Built a modular template system (social media, acquisition banners, website) that let the marketing team produce all visual content in-house for Euro '24 and major European football, basketball and tennis leagues.
- Enabled fast reaction to last-minute promotions and supported the CRM strategy, while reducing agency costs.

Senior Creative Designer | Brand Designer | Kindred Group, London**January 2020 – April 2024**

Global iGaming group operating in 14 markets. Part of a creative services team of around 35, reporting to the Head of Creative Services. Worked directly on 9 Kindred brands, including Unibet.

- Built a modular template system for Unibet (sportsbook and casino, including animations) over 12 months, usable by non-designers. It delivered an 18-fold reduction in production costs, cut agency reliance by 95%, and allowed campaigns to be adapted for up to 14 markets.
- Designed the Unibet Streakr free-to-play mobile game (11 screens) and a Figma-based modular email system for the CRM team.
- Produced corporate monthly update presentations and brand materials for multiple European offices; defined a new creative direction for the umbrella brand.
- Delivered the Unibet Open poker tournaments (Malta 2022, Bucharest 2023; 400+ players): visuals, production, motion graphics, merchandising and social content.
- Created the interactive digital Welcome Book (with HR and Internal Comms), the Unibet 25 Years identity, and direct mail campaigns for several iGaming brands.

Creative Designer | Tailormade Inspiration, London**2018 – December 2019**

B2B travel events agency (freelance 2018, employed March – December 2019). Reported to the Company Owner.

- Delivered Experience Africa 2019 (fully dedicated), Experience Africa 2018, Experience Latin America 2018 and Brand USA Travel Week 2019.
- Responsible for creative, print production and installation, venue and site management, presentations and keynotes. On Brand USA Travel Week, also liaised between the creative agency and the production company.

Creative Graphic Designer | Jules Verne, London**February 2018 – March 2019**

Tour operator with over 45 years' experience. Member of a marketing team of around 12.

- Designed luxury travel brochures, advertising and digital banners.
- Introduced an InDesign workflow using native tools that streamlined production and removed repetitive work.

Creative Graphic Designer | Aviareps, London**April 2017 – February 2018**

Global tourism and aviation representation company. Reported to the Commercial Manager.

- Produced RFPs and pitch decks for tourism boards (Catalunya, Tahiti, Miami).
- Delivered events, collaterals, merchandising and on-stage support for tourism boards (Barcelona, LATA, Sharjah, Liguria, Japan) and airlines (Gulf Air, Air Europa), including the Japan stand at IBTM Barcelona and Experience Latin America 2017.

Freelance Designer, São Paulo (agencies and direct clients)**2011 – 2017**

- Mizuno (2014): planner, creative director and graphic designer for the Rio 2016 "Golden Heroes" brand activation, covering planning, ideation, visuals and pitch deck.
- Olympic Games: event producer via Momentum for Bradesco, managing brand activations within the celebrations.
- FIFA World Cup: event producer in Hospitality, working directly for the event organisation.
- Dream Factory (leading Brazilian events agency; freelancer embedded in the agency team): GQ Men of the Year (event concept, 3D renders, deck) and Yahoo Music (roadshow project).
- Disney, Marvel, Pixar (agency team member): promotions, point of sale, merchandising, B2B events, pitch decks and digital campaign assets.
- Microsoft Visual Studio (agency work): integrated campaign and website adapted for international markets.
- Direct clients: Kate Spade New York (monthly print advertising), Joy Juice (fast-casual brand that grew into a franchise).
- Clients included: Philips, BASF, Nestlé, Sanofi.

EDUCATION

BA Graphic Design, Universidade Paulista

BA Architecture and Urban Design, Universidade Santa Cecília

LANGUAGES

Portuguese (native) | English (fluent)