

FINBAR SKITINI

Graphic Designer · Brand, Print, Motion and Web

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British citizen, full right to work in the UK

PROFILE

Graphic designer with four years across in-house, studio and freelance work, back in London after two years in Brisbane. Trained in brand, editorial and motion: 15+ sales playbooks at about 70 hours each, a 30-asset campaign that lifted registrations 19.7%, a hand-coded monthly email to 80,000 people. Since 2025 I have also designed and delivered websites for clients, in Framer and, more recently, coded with Claude Code under my direction, the largest a 2,500-part catalogue for a Porsche specialist. Looking for a graphic, brand or digital designer role in London, agency or in-house.

EXPERIENCE

Designer, Finbar Studio (freelance)

Brisbane, then London · 2024 to present

Brand, print and web work for direct clients in Australia and the UK, and the only designer on each job: brief, options, build, launch, handover. Five production websites shipped in 2026. I design them and run the build; the code is written with Claude Code, and I review, test and ship it.

- rennenplus.com.au (2026, case study at finbar.studio/case-studies/rennen-plus): designed and delivered a car-first parts catalogue for the Australian arm of Fabspeed, TECHART and TracTive, replacing a 1,770-product Shopify store and a quoting spreadsheet. About 2,500 parts across 228 cars, priced live in Australian dollars; I specified the pricing chain and tested it against the owner's own calculator until the two agreed to the dollar. Just over 6,000 pages, 23,000 images, a 45-dealer map, a mobile-first design system and a chat assistant that answers fitment questions from the catalogue. Started 6 August, live 4 September, complete on the 12th for the Porsche Club of Queensland Concours, and now the owner's pricing reference on customer calls.
- lowsdesignandbuild.com (2026): refined the client's sketches into their mark, then designed and delivered the site in Next.js with a Sanity CMS the family edits themselves, an estimate calculator that turns visitors into named leads, and a launch asset pack for LinkedIn, X and Instagram. Samuel Low: "He has completely transformed our online presence."
- KinAya and Momentum Mentoring (2024 to 2025): brand identities, guidelines and six-page Framer sites for two NDIS providers in South Australia, designed and built by me in Framer, including a site-wide text resizer for carers and visitors with low vision. Aryan Sareen, KinAya: "the branding and website genuinely felt like one vision."
- lola-audio.com and platedwithissy.com (2026): art direction, identity and site design for a composer and a supper club, both with a CMS the client edits and both live within weeks of the brief.

Electrical Trade Assistant, Northstar Power & Control

Brisbane · Jan 2026 to Sep 2026 · 50 hours a week, alongside the studio

One industrial project: the electrical upgrade of a PVC pipe factory in Acacia Ridge, six extrusion lines in a working warehouse, as a two-man crew with the licensed electrician. Planned, ordered and pulled new power and control runs, installed floor-mounted and suspended tray and separated the two to Australian standard, terminated isolators, control panels and four new distribution boards. Ten-hour days from six, with the studio work above done in the evenings and at weekends.

Graphic Designer, Packer & Associates

Brisbane · Mar 2024 to Aug 2025 (full time to Mar 2025, then part-time contract, partly remote)

Sole designer at a consulting firm serving infrastructure, healthcare and government clients. Reported to the director.

- Salesmasters sales playbooks: researched, wrote (3,000 to 3,500 words each), designed and print-managed 15+ bespoke 30 to 50 page playbooks over 12 months, about 70 hours each, across five industries. One

InDesign system per client brand, a custom Sales Wheel and technique infographics for every book. Every engagement led to another.

- Wrote and designed the firm's twelve-page capability statement, used in tenders and embedded in every email signature.
- Brand identities and guidelines for Stimulá Strategic Consulting and Compass Capability. Two large-scale infographic projects in a month for TasWater, signed off by their leadership. A video edit with voiceover for BHP eLearning.
- Kept the company website, SEO and LinkedIn content moving alongside.

Junior Designer, then Designer, Share to Buy

London · Sep 2022 to Jan 2024

In-house marketing team at the UK's largest affordable-homeownership platform, reporting to the Marketing Lead.

- Designed and produced "The Moment You Realise", a 30-asset motion and static campaign system in After Effects, six video edits in two visual styles across every format. That December, registrations were up 19.7% year on year (3,417 new registrants) and property enquiries up 3.4%.
- Hand-coded the monthly HTML email to 80,000 subscribers across seven regions: ghost tables, dark mode, ARIA and alt text, tested in Litmus, sent from ActiveCampaign. Click-through held at 3 to 5%.
- London Home Show (4,000 attendees): wayfinding, large-format signage, printed tickets, Metro newspaper ads and the ticket email campaign that set a sales record.
- Built a semi-automated 63-page monthly performance report across seven markets, turned around in a day and a half each month.

SELECTED WORK

- Salesmasters playbooks, 15+ editions, publication design · finbar.studio/case-studies/salesmasters
- KinAya, brand identity and Framer site · finbar.studio/case-studies/kinaya
- The Moment You Realise, 30-asset campaign · finbar.studio/case-studies/tmyr
- Lows Design and Build, mark and website · finbar.studio/case-studies/lows-design-build
- rennenplus.com.au, 2,500-part catalogue, 2026

PERSONAL PROJECTS

- Palms Motel (TikTok, 2024): a fictional 1970s motel told in 48 slideshow posts and 288 Midjourney images generated from one fixed-and-variable prompt system. 109,000 likes across the account; the top post reached 770,000 views.

SKILLS

Design: brand identity, logo and guidelines, editorial and publication design (InDesign), art direction, motion graphics (After Effects), print production and preflight, infographics and data visualisation, social content.

Web: Framer (design and build); website design, CMS content structure, SEO basics and accessibility; site builds with Claude Code on Next.js with Payload or Sanity CMS; hosting on Vercel.

Email: hand-coded HTML email, Litmus testing, ActiveCampaign, dark mode and accessibility.

AI in the workflow: Claude Code for builds, Claude for research and writing, Midjourney with repeatable prompt systems for brand imagery.

Tools: Illustrator, Photoshop, InDesign, After Effects, DaVinci Resolve, Figma (review and handoff), Canva (templates for non-designers), Blender (scripted renders).

EDUCATION

BA (Hons) Graphic Design, 2:1, University of Brighton, 2018 to 2021

Foundation Diploma in Art and Design (UAL), Merit, Ravensbourne University London, 2017 to 2018