

MIRKO PARMIGIANI

CREATIVE DIRECTOR · KEY ART · MOTION · BROADCAST

• mirko_parmigiani@hotmail.com • 07903 938721 • London, UK • mirkoparmigiani.com

PROFILE

Creative Director with over 20 years leading campaigns for major games and entertainment brands. Expert in motion graphics, broadcast design, key art, and full campaign creative from brief to execution. Clients include LEGO, Warner Bros. Games, Ubisoft, EA, Red Bull Media House, King, Activision Blizzard, The FA, and Winning Moves.

SKILLS

CREATIVE

Creative Direction, Art Direction, Campaign Development, Key Art, Brand Identity, Packaging Design

PRODUCTION

Motion Graphics, Broadcast Design, Film Direction, Pre/Post Production, TV Adverts, Trailers

SOFTWARE

Photoshop, After Effects, Adobe Premiere Pro, Illustrator, InDesign

AI-ASSISTED DESIGN

Claude, Figma Weaver, Nano Banana 2 (Gemini image generation)

EDUCATION

Escuela Campo Alegre

Graduate with Honours, Higher Education
1991 – 1995

Markham College Peru

1985 – 1991

KEY CLIENTS

LEGO Group
Warner Bros. Games
Ubisoft
Electronic Arts
Red Bull Media House
King
Activision Blizzard
The Football Association
Winning Moves
Marvelous Inc.

EXPERIENCE

CREATIVE DIRECTOR

Mirko Parmigiani (Freelance)

London, UK January 2019 – Present

Independent creative direction and motion design for major entertainment and games clients. Delivering end-to-end campaign creative including broadcast trailers, key art, brand identity, and digital assets across games, film, and entertainment.

FOUNDER

Palace Culture Ltd.

London, UK April 2019 – Present

Founded and directed Palace Culture, a producer of raw fermented cashew and almond cheeses handcrafted in Crystal Palace, London. Led brand development, product identity, and marketing strategy, growing from a Crystal Palace farmers' market stall to national retail including Waitrose, Ocado, and Selfridges. Acquired by The Compleat Food Group in 2023.

CREATIVE DIRECTOR FOR MOTION

Eye-D Creative Ltd.

London SE1, UK April 2005 – January 2019

Oversaw creative brief fulfilment and conceptual development from brief to execution. Film direction and art direction in motion graphics. Creative execution of TV adverts and trailers for major clients in games and entertainment including Warner Bros. Games, Ubisoft, Red Bull Media House, Winning Moves, King, and Activision Blizzard.

SENIOR MOTION GRAPHICS DESIGNER

Various

London, UK January 2003 – April 2005

Delivered projects spanning website design, motion graphics, and film directing, with an increasing focus on post-production of film projects, corporate educational films, trailers, and viral content.

ART DIRECTOR

BV Group London

London, UK April 2002 – April 2005

Managed creative direction across online projects for major brand clients including Gartmore, British Gas, JLL Hotels, Orange Mobile, AOL, and Lloyds TSB.

SENIOR DESIGNER

Etensity USA

London, UK January 1999 – January 2002

Delivered interactive media and full campaign development. Lead designer for Filmfour.co.uk in the London office, spanning interactive design and digital campaign production.