

Alessandro Alpago

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Professional Summary

Brand and visual designer with hands-on art direction experience across visual identities, digital experiences, and campaigns for technology, DTC, and B2B companies. Co-founded White Stairs Studio and leads a seven-person team that has delivered 600+ creative assignments for 30+ brands. Previously led a global rebrand across 20 countries and nine languages and shaped the identity and launch experience for a product deployed across 8,000 KeyMe kiosks. Combines art direction with hands-on design, connecting visual identity, design systems, and digital experiences from concept to launch.

Core Skills

Art Direction | Visual Identity | Typography | Design Systems | Campaign Design | Digital & Social Content | Photo & Video Production | Motion Design | Figma | Adobe Creative Cloud | AI-Assisted Workflows

Professional Experience

White Stairs Studio | San Diego, CA

Co-Founder & Art Director | 2022-Present

- Co-founded a creative studio, growing it to a seven-person team serving 30+ DTC and B2B brands across branding, websites, campaigns, and content.
- Shifted 54D ON's content from its founder to its coaches, directing 70+ videos across brand and coach accounts and helping grow Instagram followers from 200,000 to 400,000 in one year.
- Directed 600+ creative assignments across brand, web, and social, coordinating the team, deadlines, and client reviews for both urgent requests and larger campaigns.
- Built AI-assisted workflows using research, brand guidelines, and audience feedback stored in Notion to guide scripting and production, reducing approval rounds and speeding up delivery.
- Defined Disro.com's visual language and design system across 40+ screens, user flows, and reusable components, developing functional prototypes for engineering implementation.

Keyline USA | Cleveland, OH

Lead Designer, Digital Experiences | 2019-2022

- Adapted brand positioning, advertising, and marketing collateral for the automotive-focused U.S. market, which accounted for 40% of the group's annual revenue.
- Founded Keyline Academy and built its video production studio, leading training videos, photography, and monthly live product demonstrations broadcast to 1,000 Ford dealerships.
- Designed KeylineStore.com's software-subscription purchase and installation experience, generating an additional \$2M in annual revenue.

Keyline Bay Area | San Francisco, CA

Art Director | 2015-2018

- Created the identity, website, launch videos, and sales materials for the 884 Core, a retail key-programming product deployed across 8,000 KeyMe kiosks.
- Spotted growing interest in connected devices and initiated a Tile partnership in 2016, co-inventing trackable house and car keys and leading a five-person team from concept through launch.

Keyline S.p.A. and Bianchi 1770 Group | Treviso, Italy

Brand Designer | 2011-2015

- Led a four-person marketing team and two agencies through a global rebrand across 20 countries and nine languages, establishing a consistent visual identity across international markets.
- Launched Keyline TV on YouTube in 2012, scripting, filming, and producing customer stories, event coverage, and company news around the world.
- Designed exhibition booths and handled installation, translating the brand into spatial layouts, dimensional typography, and product displays.

Education

Master of International Business | Hult International Business School | San Francisco, CA | 2014

Bachelor of Arts in Digital & Virtual Design | IED (Istituto Europeo di Design) | Rome, Italy | 2011