

OVERALL QUALIFICATIONS

- Demonstrated experience in designing Brand Identity (Logo, Letterhead, Business Card, collaterals), Photo Editing, Visual Design and Web Design.
- My experience as Web Designer includes the design and development of websites for Business, restaurants and professional portfolio, using my knowledge in HTML, CSS, JavaScript and JQuery Libraries.
- Good experience in User Interface design including service/product storyboard drawing, wire frame layout, mock-ups and visual solutions.
- Work as entrepreneur in a team developing new devices for consumer products (UMTS connected devices and interactive windows). I also learned to evaluate technology from market and business point of view.
- I have practical experience in the Digital Environment Design using sensors and real-time graphical programming.

PROFESSIONAL EXPERIENCE

Employer: **Todosdesign [Italy]**

Job Title: **Co-founder, Web and Graphic Designer**

Dates Employed: **January 2009 – Present**

- Design of websites including visual design, html/css/JavaScript development and contents management.
- Visual and interface design of web applications (iPhone, Android) for music content delivery and utility tools.
- Develop Brand Identity designing Logo, Business Card, Letterhead, Presentation Master and Website.
- Develop interactive devices for entertainment industry working on design appeal, interface, ergonomics and communication.
- User interface consultant in new media and Telecommunication companies in designing and delivering digital communications solutions.
- Managing relationship with clients from first contact to product delivery, defining deadlines and follow-ups.
- Partnered with different professionals to improve the final result, as web developer or printer specialist.
- Draft strategic business plans in order to get funding awards and manage my activity.

Employer: **Anteprima Advertising [Italy]**

Job Title: **Senior Graphic and Web design - Contractor**

Dates Employed: **January 2011– June 2011**

- Create Advertising campaigns including brainstorming, draft, first client revision and final design, starting with paper and pencil and ending with high-resolution digital output.
- Design collateral and supporting materials for marketing campaigns and viral marketing, such as flexible coupons, flyers, calendars, urban objects, making mockups and scenarios.
- Design advertising in large size format and arrangement to small size for magazines and newspapers, paying attention to manage color profile and image resolution.
- Web Contents management in order to update image galleries and news through using custom CMS;
- Design from scratch of websites including navigation, layout and development, following the directions of Art Director and CEO.
- Work closely with Account Managers and Art Director taking in specific requirements and constant reviews from clients, dealing with short deadline and multiple concurring tasks.

Employer: **H3G Italy [Italy]**

Job Title: **Innovation Design Internship**

Dates Employed: **January 2008– January 2009**

- Developed new concepts and scenarios of connected devices with 3G communication through sketches, image editing and visual presentations.
- Technology scouting in order to evaluate the latest appropriate technologies in the market or in development stage for our new products. Meeting with worldwide companies, such as from Holland, United Kingdom, China in order to customize our new products, making partnerships or finding suppliers.

- Share with the whole division new ideas through internal speeches and presentations.

Employer: **Science-Architecture Arch. G. Milesi [Italy]**

Job Title: **Designer**

Dates Employed: **May 2006– June 2007**

- Design and draw architecture projects, such as plans, sections and 3d models.
- Interior design for restaurants, retail shop and private houses through technical drawings, material selection and rendering.
- Photo sessions of interior environments for publications and communication.

Employer: **Limiteazero [Italy]**

Job Title: **Internship**

Dates Employed: **Jan 2006– May 2006**

- Work on technical drawing of interactive installations with plans, sections and 3D.
- Scout suitable awards for submitting new media projects.

Employer: **Plana Cultural Association [Italy]**

Job Title: **Internship**

Dates Employed: **May 2004– October 2004**

- Organize events, publications, exhibitions about Italian Design, contacting designers, design firm and suppliers.
- Manage daily the relations with clients during the whole business.

HONORS & AWARDS

Scholarships: Polytechnic di Milano, Italy – Student scholarship (2000-2005)

Professional:

- Fondazione Lazzareschi (2009) - Innovative Entrepreneur, Privately Funded Grant
- RomeWeek design plus (2007) - Interactive Installation
- Saturno 2007 for Best Innovative Entrepreneur - European Funded Grant
- Venice Biennale (2004) - Photography Exhibition

TECHNICAL SOFTWARE

- Adobe Creative Suite CS5 (Photoshop, Dreamweaver, Illustrator, InDesign, Flash, Acrobat, Bridge).
- HTML, HTML5, CSS, JQuery, JavaScript, Action script 2.0.
- Final Cut Pro.
- Microsoft Office (Word, PowerPoint, Excel).
- AutoCAD Autodesk 2D and 3D.

VOLUNTEER

Volunteer for MADD (Mother Against Drunk Drivers):

- Design print material for event “MADD about tea”, such as poster, flyer and postcard.
- Visual design of MADD website for the same event.

HOBBIES

Photography – Jogging

EDUCATION

Postgraduate diploma in Interaction Design, (2007) NABA – New Academy of Fine Arts – Milan

Master Degree in Industrial Design (2005), Polytechnic of Milan