
EXPERIENCE

UX & GRAPHIC DESIGNER, ART DIRECTOR VM Group Sagl

Full time | Sep 2019 - Jun 2022 | Chiasso, CH

- Lead the company's brand identity and coordinated image.
- Lead projects of: branding, publishing, websites and e-commerce, webapps, product and still-life photo shoots, exhibition stand clothing. Collaborated with an illustrator and with several developers.
- Designed and prototyped the user experience of several websites and web apps.
- Writed texts for several websites and articles.

GRAPHIC & WEB DESIGNER, PHOTOGRAPHER Dr. Francesco Colombo

Freelance | Oct 2021 - Present | Remote

- Designed the brand identity and the coordinate image.
- Designed and built a WordPress site that promotes the client and his services. Optimized the site for search engines through keywords and Google Search Console.
- Realized of photo shooting for websites and sector's platforms.

ART DIRECTOR Chiaramentemamma

Freelance | Apr 2021 - Jen 2022 | Remote

- Lead the brand identity and the coordinate image. Collaborated with an illustrator for the creation of a representative mascot and infographics that illustrate the correct use of the product.

GRAPHIC DESIGNER AMP Corporate visual & design

Apprenticeship | Sep 2016 - Dic 2018 | Airuno, IT

- Gained knowledge and experience in: layout, branding, publishing, design and building of WordPress sites, product and still-life photography, creative and professional post-production.

VOLUNTEERING

GRAPHIC DESIGNER Les Cultures Onlus

Sep 2017 - Present | Remote

- Designed several communication products for institutionals, events, services, language courses and fundraising, including flyers, advertising pages and banners.
- Lead design for the Social Report 2020. Collaborated with an illustrator for the creation of infographics.

GRAPHIC & WEB DESIGNER Associazione IL Faggio sul Lago

Sep 2019 - Present | Remote

- Designed and built a WordPress site and blog and several MailChimp newsletter that have digitized and speeded up institutional and event communications.
- Given advice on digital communication tools, including basic SEO, Google Analytics, Google Search Console, Google MyBusiness and MailChimp.

PHOTOGRAPHER Circolo Arci Xanadù

Mar 2019 - Nou 2021 | Como, IT

- Realized promotional photo shoots during events and post-production for publication on social media.

EDUCATION

Experience Design Academy

Nou 2020 | Milan, IT

Higher Education Course -
User Experience Design

Accademia di Belle Arti "G. Carrara"

Sep 2012 - Feb 2016 | Bergamo, IT

Degree - Panting and Visual Arts.
Honors: 100/100 *cum laude*

SKILLS

DESIGN

Sketching, Branding, Coordinate image, Publishing, Wireframing, Prototyping, UI design, Data visualization

ANALYSIS AND RESEARCH

Interviews, Personas, User research, User flows, Journey Mapping, Information Architecture, Usability tests

TOOLS

Adobe CC (XD, Indesign, Illustrator, Photoshop), Figma, Miro, HTML / CSS, WordPress

PHOTOGRAPHY

Studio photography, Event photography, Professional post-production

OTHER

Italian (native language), English (fluent), Spanish

IN MY FREE TIME I LIKE TO...

- Travel
- Go to the cinema
- Volunteer
- Study psychology
- Read
- Ride my bike
- Do trekking
- Cook
- Pet my cat Ursula