



# Curriculum Vitae

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## Experiences

Since high school, I've filled in a summer job every year.

My first regular contract job started in **2013 at Nuovaera Comunica la tua immagine srl as a web designer**. I managed everything web-related: web design for e-commerce, blogs, corporate websites and landing pages in WordPress, newsletters and materials for social.

During peak periods I helped the graphics department with the creation of municipal newspapers, gadgets or corporate communication tools, banners, trade fair stands, clothing, flyers and catalogues. In parallel, I continued to study interface and user experience design, marketing, cognitive bias and how to build a brand identity.

I **opened my VAT in 2020**, collaborating as a freelancer with Nuovaera and two other advertising companies. I focused on research, strategy, design, prototyping, branding, lead generation, consulting, support and training.

I had the opportunity to collaborate and manage agile teams, do art direction and work in a start-up (Content is King 2021-2022).

At the beginning of 2021, I started the sustainable clothing project (New Ordinary People).

In November-December 2021, I helped out as a lecturer on the IFTS Digital Communication course for Lombardy.

## Skills

UX & UI Design, branding, teamwork, customer care, research and analysis, design thinking, problem-solving, empathy and inspiration, Adobe XD prototyping, digital marketing, growth hacking, Agile (Scrum & Kanban), Photoshop, Illustrator, InDesign, Microsoft Office (Word, Excel...), WordPress, Joomla, SEO on-site, HTML and CSS, reading JS and PHP.

## Education

### Technical and Professional Institute Diploma "Industrial and craft productions - graphic design"

*IIS Leonardo Da Vinci - Ripamonti, Como - Italy / 2013 - 2015 / Score 82/100*

Study of different printing methods on different media and graphic design.

### "Graphic and Multimedia Operator" Qualification

*IIS Leonardo Da Vinci - Ripamonti, Como - Italy / 2010 - 2013 / Score 95/100*

Graphics, multimedia communication in entertainment and commercial industry. Use of the Adobe's Photoshop, InDesign and Illustrator. Acquisition and processing of images, videos and graphics for publication on multimedia supports.

## Certificates

AICEL (GDPR and legal regulations for e-commerce),  
Advanced Google Analytics,  
IAB Europe and Google EMEA 'Digital Marketing Fundamentals',  
2 years of Raffaele Gaito's Growth Hacking programme.

## Volunteering

(2021-22) Vice-President for Education;  
(2022-23) Vice-President Membership;  
and member of The Como Lakers club. @ Toastmasters Italy

AVIS Blood Donor

## Hobbies and more

- I'm driven by sustainability, compassion and transparency.
- I follow a zero-waste lifestyle (I try to be more sustainable) and I love nature.
- Sometimes I meditate, sew or do DIY.
- I have no problem rolling up my sleeves to make myself useful (I like to help).
- I'm curious about economics, finance, psychology and cultural differences.
- I have no problem stepping out of my comfort zone.
- Twice a month I enjoy my local public speaking group.

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