



QUICK FACTS

Date of Birth: **January 25, 1992**
Location: **Milan, Italy**
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EXPERIENCES

Sep 2023 - now

Senior Visual and Brand Designer
Sisal Entertainment - Milan

Manage and coordinate design projects, ensuring the team's work met quality standards. Work closely with marketing, sales, and product development departments to align branding strategies with business goals. Support and develop the skills of junior design team members.

Sep 2019 - 2023

Visual and Brand Designer
Sisal Entertainment - Milan

Develop the brand and bring new creative ideas, while maintaining visual and brand consistency between products and channels. Creation of online and offline Graphic projects (in-app activations, communication materials, adv, printed tools, web banners and others). UI design for special initiatives and documentation of design decisions and guidelines for developers.

Nov 2016 - Aug 2019

Graphic and Web Designer
Green Network - Rome

Design of awareness, acquisition and communication campaigns. Creating social media ads, banners, infographics, landing pages, interactive content, motion designs, email templates and whatever else. Production of assets and visuals for day to day communications.

Jun 2016 - Aug 2016

Graphic Designer
Imprinting Digitale - Milan

Producing assets and visuals for communications (flyers, roll-up, print, collaterals)

Rossella Totaro

visual & brand designer

EDUCATION

Mar 2021

User Experience: The Beginner's Guide
Interaction Design Foundation (IxDF)

Mar 2019

After Effects and Motion Graphic
IED - Rome

Oct 2016

Web Design
New People Team - Milan

Jun 2016

Graphic and Publishing Design
New People Team - Milan

Mar 2016

Bachelor's degree in Architecture
IUAV University - Venice

TOOLS

Illustrator
●●●●●

Photoshop
●●●●●

InDesign
●●●●●

After Effects
●●●●●

XD
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Figma
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SKILLS

Visual design
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Branding
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HTML & CSS
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Illustration
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SOFT SKILLS

Problem solving
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Teamwork
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Goal oriented
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Communication
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LANGUAGES

Italian
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English
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HOBBIES

