



I am a Multidisciplinary Designer with 5+ years of creative industry experience. I am currently exploring the interconnection between good design and belongingness by actively trying to create inclusive environments so people can feel like they belong. I am fascinated by the design intended for greater use, the one that has a remarkable impact on the communities we live with.

Education

British Sign Language at University of Leicester
2023 - Present · Leicester, England

(BA) Graphic Design at De Montfort University
2020 - Present · Leicester, England

Activities: DMU Local, Course Rep, Brand Ambassador, Designer of DMU Sketchbook & Poster Show 2021 & 2022

Art Foundation Degree at De Montfort University
2019 - 2020 · Leicester, England

Activities: College Board Member

High School Diploma at Starting Work College
2014 - 2019 · Lake Como, Italy

Activities: Digital Media Specialist, Student Ambassador, Mentorship & Tutoring for upcoming students

Skills

Adobe Creative Suite	Hybrid Competence
3D Design (Stager, Shapr3D)	Problem-Solving
Branding	Critical Thinking
Typography	Solution-Oriented
Motion Design (After Effects)	Team-Oriented
Editorial Design (InDesign)	Proactive
Prototyping (Adobe XD, Figma)	Self-Motivated
UI/UX & Wireframing	Active Listener

Certifications

IELTS Academic at British Council
2019 · Milan, Italy

EIPASS Web at European Informatics Passport
2019 · Lake Como, Italy

EIPASS 7 at European Informatics Passport
2017 · Lake Como, Italy

Languages

English: *Fluent*

Italian: *Native*

British Sign Language (BSL): *Level 1*

References - available upon request

Work Experience

Specialist at Apple

Aug 2021 - July 2022 / Aug 2023 - Present · Leicester, England

Collaborated with Apple Marcom Team on a series of graphics that promote the South Asian Diversity Network Associations.

Member of the Employee Representation Team, a space where retail employees and leaders share ideas and provide feedback in an inclusive environment to improve the workplace.

Exceeded Expectations on the personal attach rate goal of Apple Services such as AppleCare+ across the products.

Supported the Apple Business team in creating a long-lasting relationship with business-owner customers and individually contributed to a +\$44K revenue during the year.

Graphic Designer at KISKA

Sep 2022 - Jun 2023 · Salzburg, Austria

Played a pivotal role in boosting brands: Been working for global clients operating in the sport performance industry. I was actively involved in tasks ranging between concept and design execution for Corporate Branding, Film Advertising, Product Campaigns and Retail & Tradeshow.

Overseen major tasks on projects aimed at the EMEA, US and Asian markets for clients operating in the sport, apparel and automotive industry.

Worked individually and with in-house teams and freelancers on a variety of international projects. Referred directly to the Creative and Client Directors in the Salzburg and Shanghai Headquarters.

Graphic Design Intern at SomeBrightSpark

May 2022 - Sep 2022 · Leicester, England

Supported the Design team in the revamp of the corporate brand identity (designed "SomeBrightSans", an internal-use typeface used to promote the company's rebranding).

Worked individually and with the team on a variety of internal and clients projects (Mattioli Woods, Rolex, Aston Martin, Elavon).

Brand Ambassador at De Montfort University

Jan 2022 - Aug 2022 · Leicester, England

Collaborated with De Montfort University to create GAGA, a creative platform where emerging talents from Game Art, Animation and Graphic Arts can get their work showcased while aiming at bridging further the gap with the creative industry.

Developed considerable communication skills by assisting prospective students during Open Days. Enhanced my leadership skills by supporting students having their voices heard.

Played an active role in the design of the DMU Sketchbook & Poster Show. Presented the various phases of the work and successfully tailored the brand strategy gathering industries, alumni and students from Art & Design Colleges.

Freelance Graphic Designer

2018 - Present

Established connections with the creative industry to thrive, learn new tools, collaborate and receive feedback to create meaningful solutions.

Worked in different areas such as fashion, exhibitions and events where I was able to enhance my skills in uncovering clients' needs. I did assist them from consulting to bringing ideas to life whilst providing a detailed design development.