



Senior Graphic Design Manager

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Profile

Senior Graphic Designer with 10+ years of experience in visual communication, web design, and brand identity across digital and print media. Bachelor's degree in Industrial Design and Visual Communication (2013) with an internship at Benetton contributing to rebranding and catalog projects. My technical background as a mechanical expert gives me a practical, project-oriented mindset, ensuring that even visual and digital concepts are grounded, feasible, and effective.

Co-founder of Zero3studio, where I led creative direction and web development for various clients. Since 2018, Graphic Designer at Shoe® and now Senior Graphic Design Manager at P448®, responsible for brand identity, content creation, and web development, working daily with the U.S. team and collaborating closely with the marketing department on global initiatives. Strong problem-solving skills and a collaborative approach, contributing effectively to team projects and cross-functional initiatives. Passionate about basketball, photography, AI, and emerging technologies that inspire new approaches to design.

Work Experience

P448 SRL

Senior Graphic Design Manager | www.p448.com
Jan 2018 → Present
Responsible for brand identity, content creation, and web development. Managed corporate website (WordPress / Shopify), supervised product imagery, and collaborated with US marketing team. Led production of promotional materials and 3D renderings.

SHOE® / FREE SRL

Senior Graphic Designer | www.weareshoe.com
Jan 2018 → Sep 2020
Developed brand identity and digital content for online campaigns. Managed website front-end and content updates. Created graphics for fashion collections and printed promotional materials.

ZERO3 STUDIO

Co-Founder / Graphic Designer | www.zero3studio.it
Feb 2013 → Nov 2017
Led creative direction and designed visual identity projects, websites, and print materials. Executed social media campaigns and worked directly with clients and suppliers.

Benetton Group

Graphic Design Intern
Sep 2011 → Dec 2011
Contributed to the brand identity project for Playlife and supported catalog design and photo shoot layouts.

Workshops & Extra Training

User Interaction in Motion — Tecnogym S.p.a.
2011
Instructors: Francesco Pia, Ermanno Tasca (Technogym)
Design of new interaction models using multitouch devices for Technogym treadmills

Education

Bachelor's Degree in Industrial Design and Visual Communication

Sep 2009 – Jan 2013
University of the Republic of San Marino / IUAV University of Venice

High School Diploma Mechanical Expert

Sep 2004 – Jun 2009
Technical Industrial Institute "M. Curie"
Savignano sul Rubicone, Italy

Skills & Languages

Design & Layout: Photoshop, Illustrator, InDesign, XD, Figma, Sketch

Video & 3D: After Effects, Davinci Resolve, Blender

Web & CMS: HTML5, CSS3, WordPress, Shopify, WooCommerce

Project Tools: Asana, Trello, Google Workspace, Office Suite

Soft Skills: Problem-solving, Team Collaboration, Leadership, Adaptability

Italian: Native | English: Professional working proficiency (B2)