

# FRESH



# DESIGN IDEAS

UPDATE MAY 2024

I authorize the treatment of the personal data on my resume according to article 13 of the Legislative Decree 196/2003 and to article 13 GDPR 679/16.

# BE ME

I am a graphic designer with a diverse background in visual design. I strive to create visual experiences that effectively communicate through listening and sensitivity. I am committed to creating solutions that meet clients' needs and engage me.



# BE IN

I am active on social media under the pseudonym of POPFISH. Social media is where you can find examples and more information exhibiting my passion for photography.



# EDUCATION



credits pinterest.com

## EDUCATION

- 2022** Bachelor's Degree in "Communication Design" - Politecnico di Torino 102/110
- 2004** Diploma as **Web Production Specialist** (html, Css, PHP, MySql) 3-month course at "Città degli Studi", Biella
- 2000** High school diploma in **Electronics and Telecommunications.** ITIS Q.Sella, Biella

## PROFESSIONAL TRAINING

- 2024** Rhinoceros e Vray presso IED
- 2022** Introduction to User Experience Design on Coursera
- 2021** Photography - Aproma Store
- 2020** After Effects advanced course at Èspero
- 2018** Blender intermediate course at Os3, Novara
- 2017** Autodesk Maya (3D Modeling) at FabLab Biella
- 2016** InDesign training at Èspero
- 2014** Digital illustration - FabLab Biella
- 2010-2012** Web master training (Html, Css, JavaScript, jQuery) at Html.

## LANGUAGES

- Italian** mother tongue
- English** 2022 - IELTS certification band 6 (B2)
- French** Proficient knowledge of the language, written and spoken.

## TOOLS



# ESPERIENCES



credits pinterest.com

## FREELANCE DESIGNER

march 2023- present

During this experience, I had the opportunity to collaborate with various companies and associations, actively contributing to strengthening their brand. For Xinao (China), I contributed to creating attractive color cards and designing graphics for trade show booths. I also worked on motion graphics, 3D modeling, and photography services. Additionally, I collaborated on UX/UI design with some web developers.

## SENIOR GRAPHIC AND WEB DESIGNER

2015- march 2023

At Bonprix, I worked on the Euronova (unique items) and Lascana (lingerie) brands. During this time, I initially focused on catalog production before dedicating myself entirely to creating web content (creating home pages, banners for social media), photo retouching, and color correction. In 2018, I established an in-house photo studio for producing still life and environmental shots suitable for promotional videos for social media content. I also deepened my experience in 3D modeling and rendering to create custom environments for presenting products (rooms and home settings). A significant part of this journey was dedicated to motion design and video editing projects.

#postproduction #videoediting #photography #3D #print #webdesign

## GRAPHIC AND WEB DESIGNER

2005-2015

At Mondoffice, a company specializing in office equipment supply, I initially handled catalog layout before moving on to post-production and color correction of the photo archive. After this period, I was able to work on web projects, creating newsletters, landing pages, and banners for the website. During these activities, the focus was primarily on static and dynamic HTML pages (HTML, CSS, and JQuery), graphics for promotions, and post-production.

#print #webdesign #postproduction #webdesign

## PERSONAL PROJECTS

Successfully developed and created brand identity, logo and corporate image for multiple businesses. Examples include: Ia Torteria, The Old B&B Theater, Elvo Beer, Alessio Menconi (Jazz guitar player), School of Music Sonòria, Hobo.

## MUSIC

I have been a modern guitar teacher for 10 years at the Sonòria Music School in Cossato.



# SKILLS

## 3D MODELING AND TEXTURING

In 2018, I attended a two-month evening course in Novara aimed at learning Blender for professional use. This experience, which I found very engaging, allowed me to integrate these skills into my daily activities. I was able to create custom environments (especially interior design) that would otherwise be impossible to achieve in a photo studio. I am still in the process of learning and improving. I have just completed a course in Rhinoceros and Vray at IED Milan.

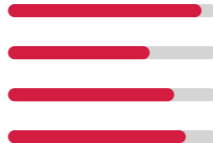
BLENDER  
RHINOCEROS  
ADOBE DIMENSION



## PHOTOGRAPHY & VIDEOMAKING

I am passionate about analog and digital photography and have had the opportunity to utilize my knowledge in a professional setting. I can manage a set, the environment, the lighting, and the camera setup. Thanks to this experience, I produced several promotional videos for Euronova, overseeing the entire production flow from the script to filming, editing, motion design, and color correction. I am also capable of creating stop-motion videos.

SHOOTING  
POST-PRODUCTION  
AFTER EFFECTS  
PREMIERE PRO



*Beer label*  
Personal project 2021



*Pipistrello lamp 3D modeling*  
2024

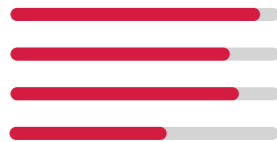


# SKILLS

## GRAPHIC DESIGN AND ILLUSTRATION

Over the years, I have been involved in creating: catalogs, brochures, leaflets, business cards, billboards, banners, and roll-ups. Additionally, I have handled corporate image, logo design, and can tackle the entire workflow in communication and rebranding, starting from brainstorming to final execution. Over time, I have learned to manage Adobe suite programs efficiently and productively, with a particular preference for Photoshop.

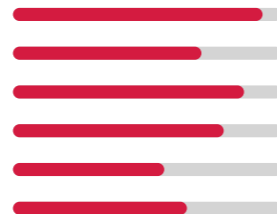
PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
FIGMA



## WEB DESIGN | UX/UI

I have skills in WordPress and Elementor. I have built websites from scratch using Bootstrap, such as my personal website. Additionally, I occasionally handle the UX/UI of some showcase websites. My latest creations include: **popfish.it** e **gemprogetti.it**

HTML | CSS  
BOOTSTRAP  
WORDPRESS  
ELEMENTOR  
JQUERY  
DREAMWEAVER



*Illustration*  
Personal project



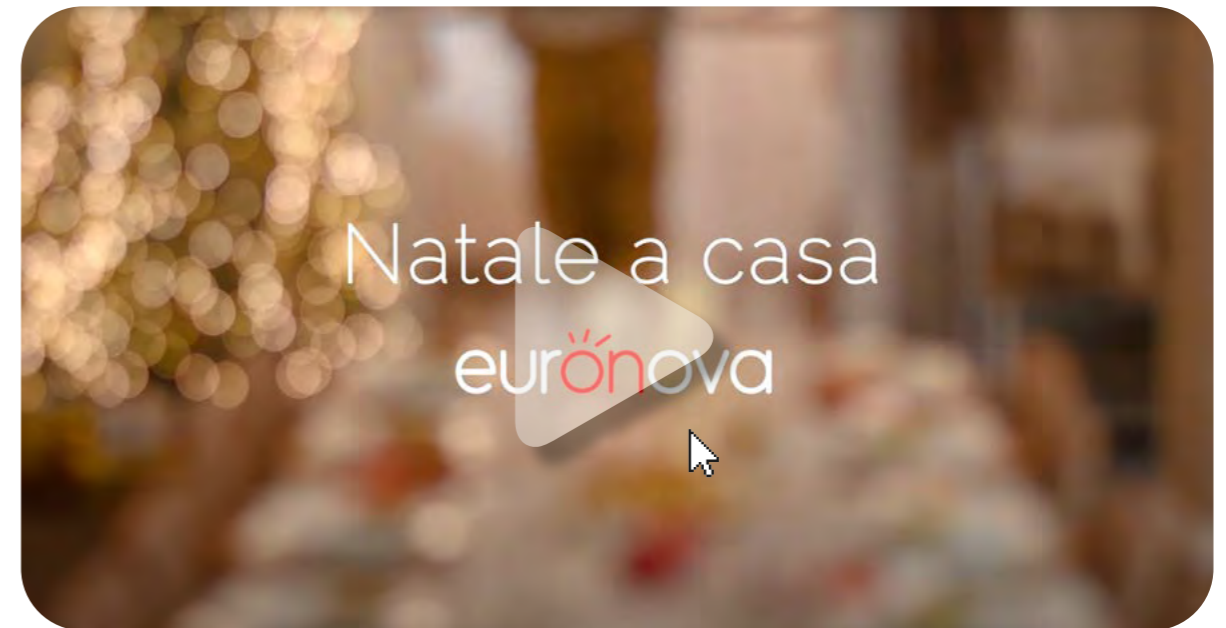
# VIDEO EDITING

During my time at Bonprix, I had the opportunity to work on promotional videos, some of which were more emotionally driven. At Christmas 2021, I wrote, directed, and edited a video. In May 2022, I produced a series of videos for summer products with an outdoor set.



Click to see videos

XMAS 2019



Click to see videos

SPRING 2022







# WHAT I LIKE

Describing oneself can be quite challenging, but if I were to use two keywords, they would be **passion and curiosity**. I love music, playing guitar has been my second job for many years. I'm passionate about Japanese cuisine and enjoy cooking and documenting my travels through photography. I enjoy visiting exhibitions and museums, as well as spending time outdoors, whether it's walking or riding my motorcycle. Oh, and I can't forget to mention my huge passion for Led Zeppelin!

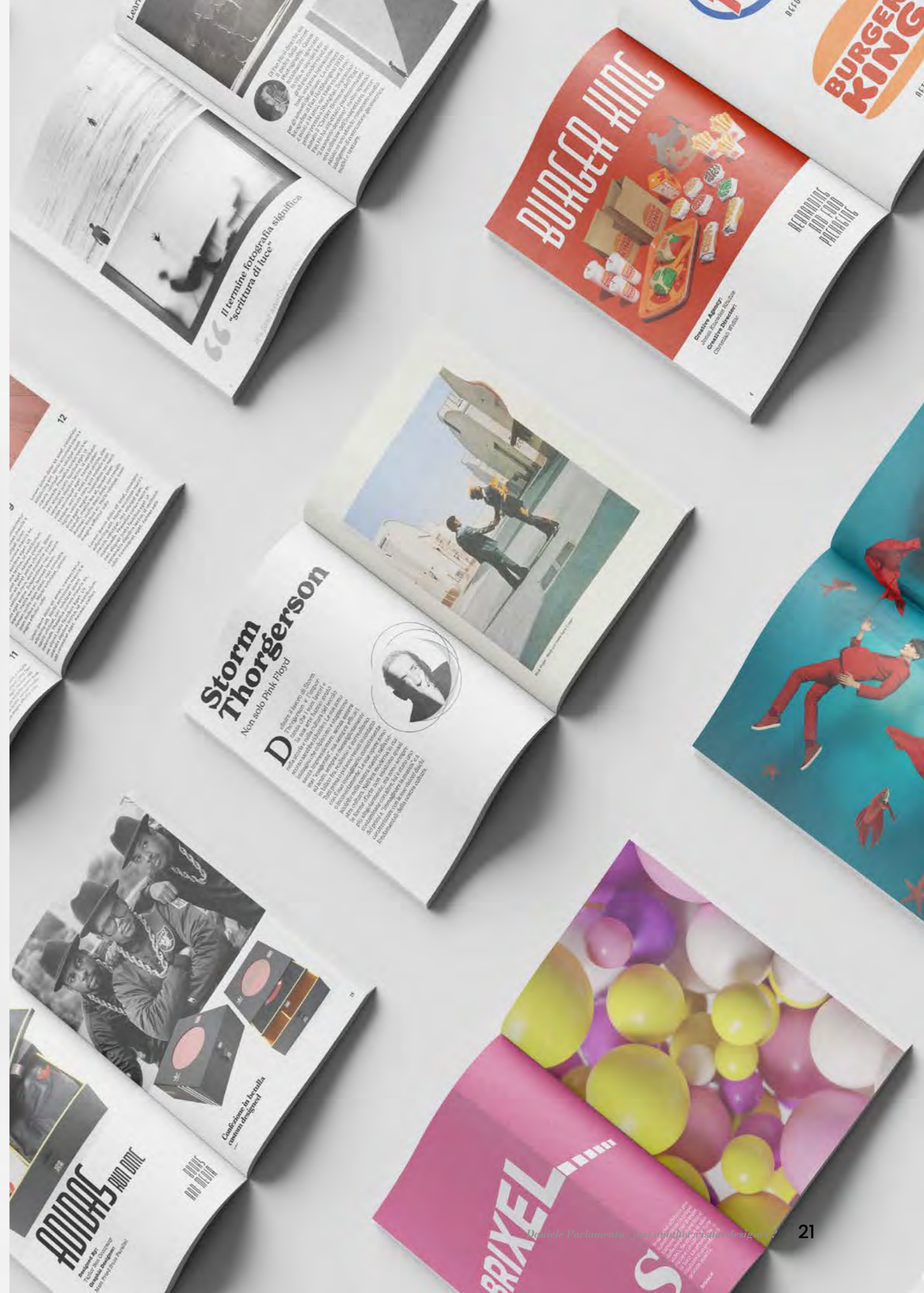
# PORTFOLIO

Here are some of the recent works and personal projects I've worked on, aiming to express an idea or a concept



*Packaging illustration*  
2023





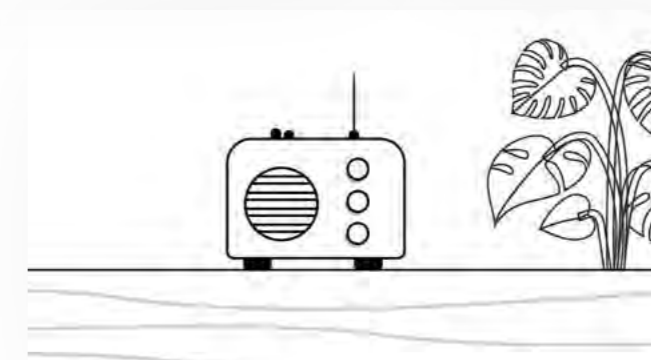
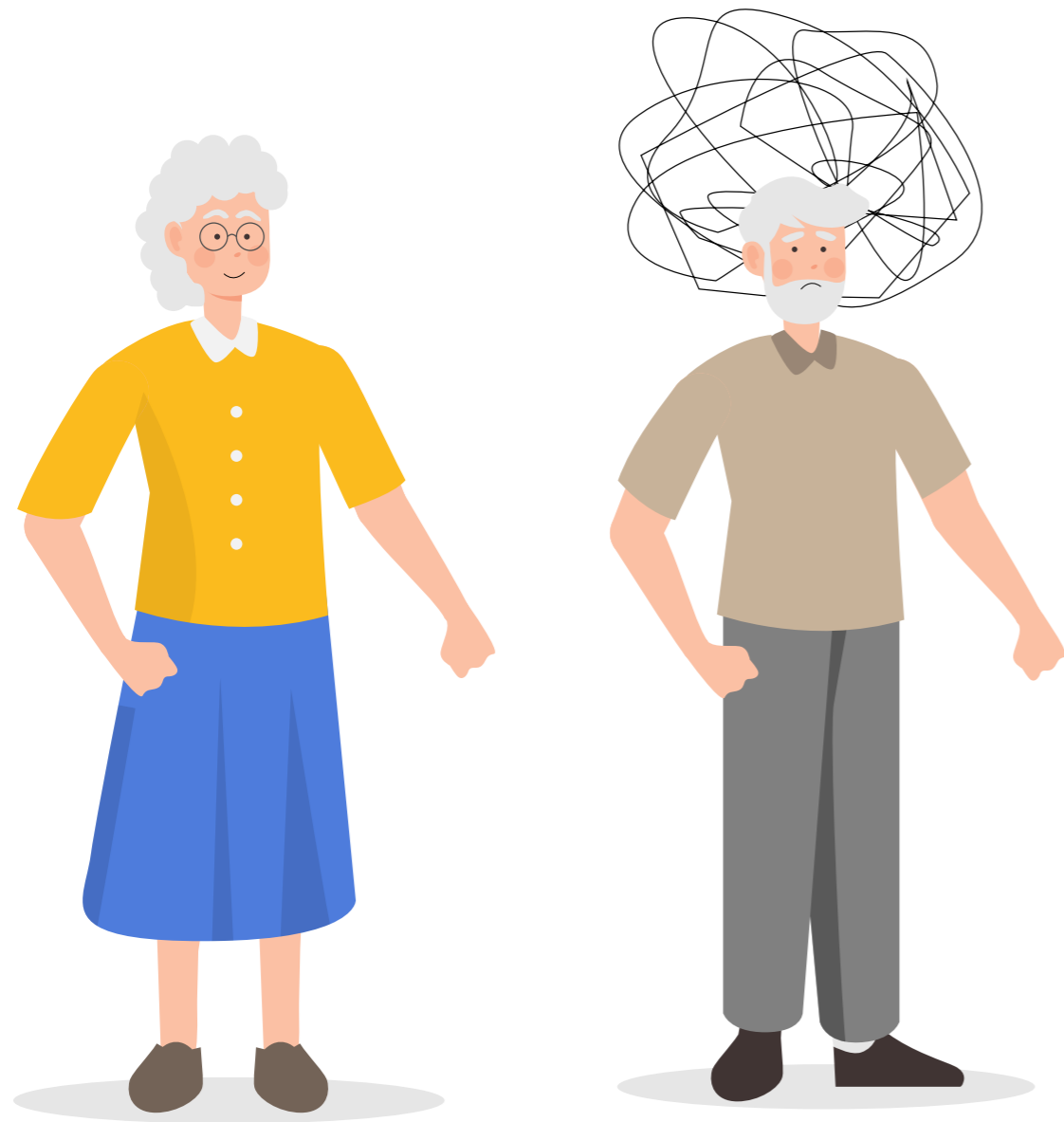




### **Thesis book**

University degree 2022 full project here





**Illustration and animation**  
Alzheimer disease Ama Biella 2023

XINAO

XINAO

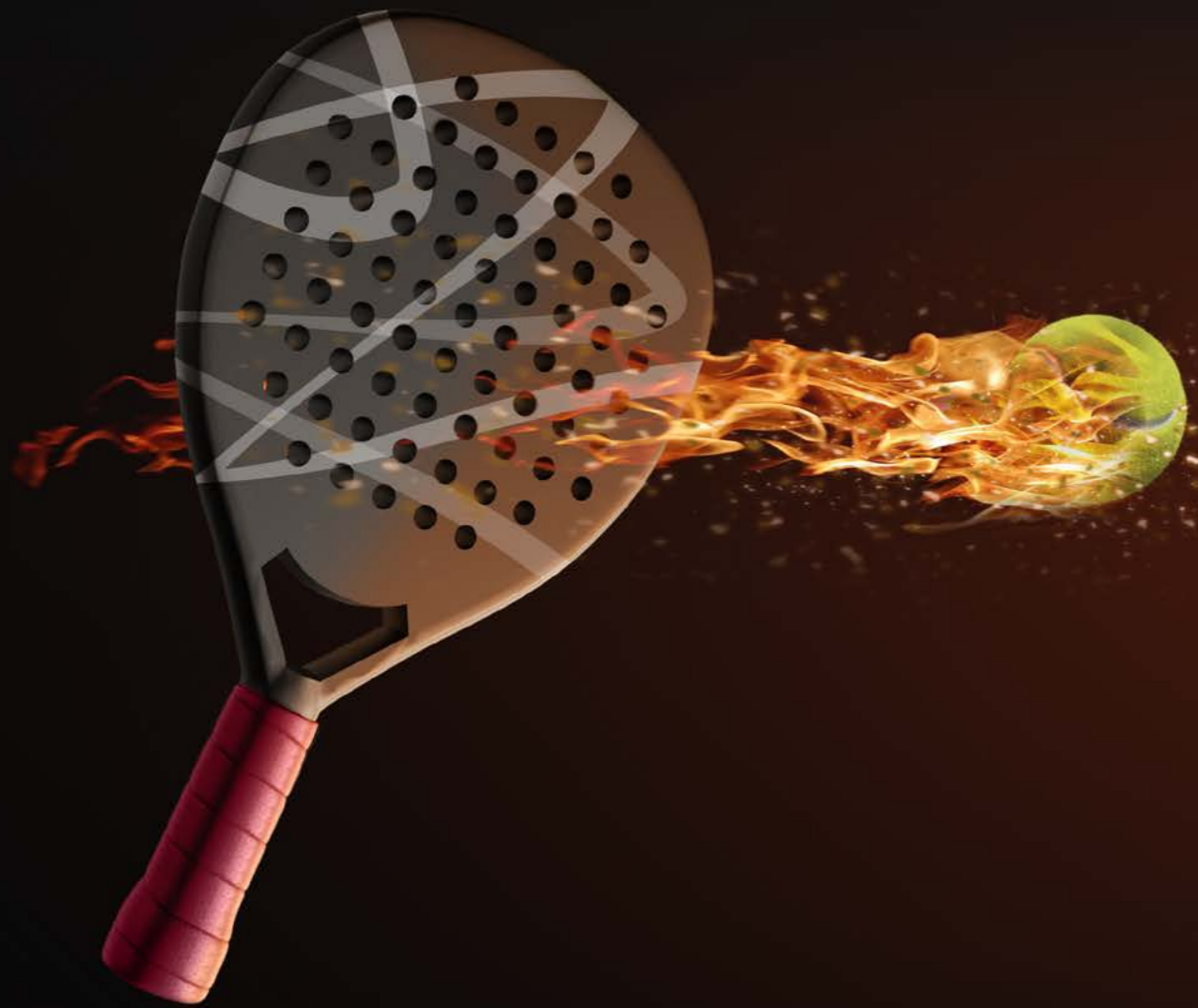
XINAO

XINAO



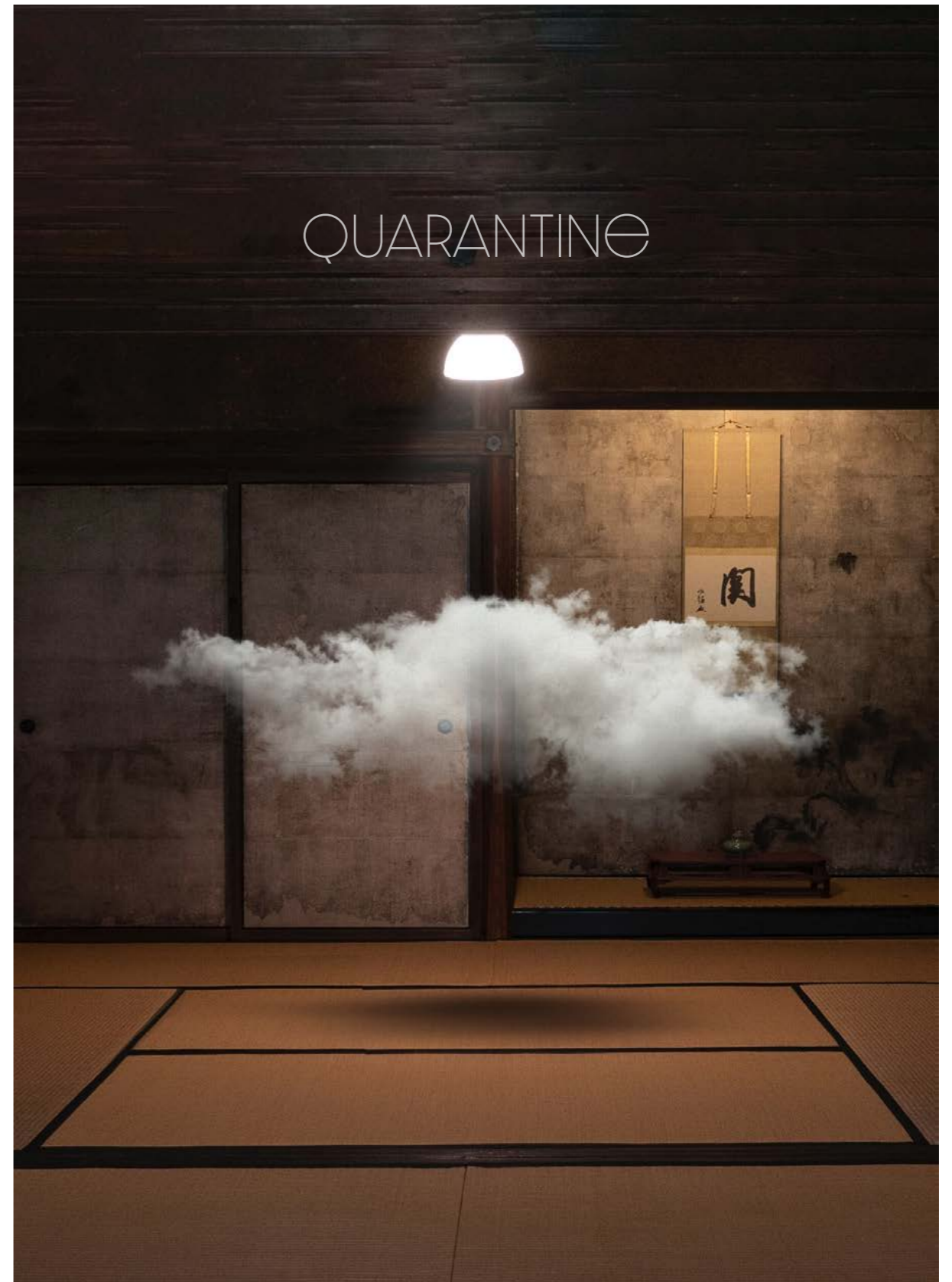
**Corporate rebranding**  
for PDA Collective, 2023





***Render and composition***

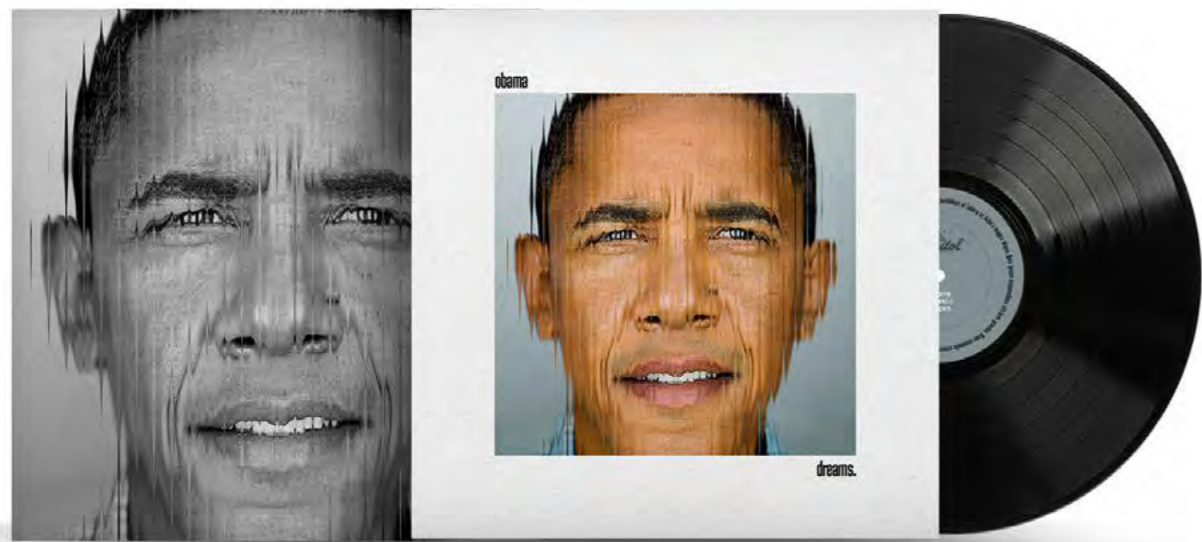
Personal project 2021



***Concept visual***

Personal project 2020





**Lp Album**  
Concept ideas 2023

rloveution

falling

Mirror  
MIRROR

mirrororrim

blur

rage

tears,,

close

jail

**Concept ideas**  
Personal project 2020



# Timeless elegance

Lounge Chair. Charles and Ray Eames



*Fake adv 3D*  
Personal project 2022

**vitra.**



*Concept 3D environment*  
Personal project 2023



# PHOTOGRAPHY

Nutro una forte passione per la **street photography**, che pratico principalmente durante i viaggi e ogni volta che ne ho l'opportunità, utilizzando le mie fotocamere e anche il mio telefono cellulare. Cerco di catturare momenti della vita quotidiana.



*Street photography*  
Personal project 2019



***Street photography (film)***  
Personal project 2022



***Street photography***  
Personal project 2020





***Street photography***  
Personal project 2023



***Street photography***  
Personal project 2020



***Street photography***  
Personal project 2023



**POPFISH**

LET'S KEEP IN TOUCH

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