

# ALESSANDRA D'INNELLA

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More than a decade's experience in graphic design including communication and management.

- Interest in design, photography and video, linking these different media to deliver a memorable and effective experience.
- Deep understanding of the creative process from strategy to its realization.
- Creation and implementation of visual brand identity systems across magazine design, packaging, digital media and events for international clients.
- Experience, both working on my own and in teams, for external clients and internal marketing departments, taking briefs for a wide variety of media work.
- Skills in liaising with illustrators, photographers and production teams.

## EXPERIENCE

### Senior concept designer

2017 — 2013. London

#### AKA

Creation, art direction and design of visual brand identity and annual campaigns in the entertainment sector for clients such as Donmar Warehouse, The Young Vic and Royal Opera House. Brand Identity, campaigns and promotional communication.

### Senior graphic designer

2011 — 2012. Freelancer, London

#### Mother London, TBWA, TBWA/Tequila

Collaboration with advertising agencies and design studios in London as senior designer freelancer. Four Seasons Hotel, Lastminute.com, Winston. Brand, packaging design, campaigns.

### Senior graphic designer

2008 — 2010. London

#### DDB Health Group

Creation and development of visual brand identity for a major pharmaceutical company (MSD), and design of more communication to patient for GSK, Foster and UK Diabetes. Brand, packaging design, product communication, events and online.

### Senior graphic designer

2008. Freelancer, London

#### Erasmus and Partners

Design and conceptual development of visual identities and brand guidelines of two Coca-Cola brands, Relentless and Suso. Branding, point of sales, events and online.

### Senior graphic designer

2007. London

#### Aqueduct Design and Advertising

Design and art direction for clients like Icap, Cineworld, English Heritage and Barry Rudd & Brothers. Campaigns and promotional communication.

**Graphic designer and art director**

2002 — 2006. Freelancer, Rome

**Saatchi & Saatchi Design, Bonifacio Pontonio Design, Publicis Groupe, The Looking Glass Factory**

I worked on a wide range of projects from their inception to the final realization for various clients. I designed visual brand identities for international corporate clients and communication of art events and cinema. I created and followed the art direction of magazines and developed projects for different kinds of media. Brand, packaging design, events and online, campaigns and promotional communication.

**Graphic designer**

2001. Rome

**Inarea Strategic Design**

Creation and development of visual brand identity of Thesauron a company which promotes the historic environment of Sicily, pitch work for the creation of the visual identity of Essen region (Germany). Identity projects, brand and signage, brand guidelines, promotional communication.

**Junior graphic designer**

2000. Internship, London

**Gucci Group**

I was selected through a competition in Europe and worked under the direction of Tom Ford, following the visual brand identity of Gucci, Yves Saint Laurent, Rive Gauche, and assisting the art direction of the Gucci campaign. Brand guidelines, campaign and product communication.

**SOFTWARE**

**Excellent knowledge:** Adobe Illustrator, Photoshop, Acrobat, Indesign.

**Good knowledge:** Microsoft Office.

**Basic knowledge:** After Effects, Final Cut, Flash, Dreamweaver, HTML, Quark Xpress, MediaMogul.

**EDUCATION****Master of Arts Degree in Image and Communication (With Distinction)**

Goldsmiths University of London. 2010 - 2011, London.

**Film making and editing** Course financed by the EEC. 1998, Berlin.

**Art**

Scuola di Arti Ornamentali S. Giacomo. 1994 - 1997, Rome.

**Graphic design and Illustration**

Istituto Europeo di Design. 1997 - 2000, Rome.

**High School**

Classic Lycée Virgilio. 1990 - 1995, Rome.

**OTHER SKILLS**

**Photography:** lighting, shooting and editing on both film and digital reflex cameras, picture editing.

**Video:** both shooting and editing.

**LANGUAGES**

**Italian:** mother tongue. **English:** fluent. **French:** basic. **Spanish:** basic.