



CHIARA CICCHINELLI

Designer

Location. Santa Clara, CA
Phone. +1 (248) 385 4120
Birthday. 08 Dec 1990

Email. jobs@chiaracicchinelli.com
Website. www.chiaracicchinelli.com
Portfolio. behance.net/Chiara_Cicchinelli



WORK EXPERIENCE

● **Freelance Designer** / 2017 - ...

Key Responsibilities:

- Lead the creative briefing process
- Oversee projects from initial concept through to final production
- Design a wide range of visuals, including banners, videos, advertisements, social media content, websites, print materials, presentations, and branding
- Develop cohesive presentation decks in Keynote and PowerPoint
- Establish and maintain consistent corporate and brand identities
- Enhance photo quality using Photoshop and Lightroom
- Prepare artwork according to print specifications

● **Marketing Designer** / 2020 - ...

SFHP

Key Responsibilities:

- Create and produce internal and external videos for multiple platforms
- Lead the strategy, development, and implementation of video content
- Assist with scripting and develop storyboards as needed
- Manage and maintain the video library
- Update website content using HTML5, CSS3, and WordPress
- Contribute to advertising efforts, including ads, social posts, and GIFs
- Design and produce assets for web, video, and print from concept to completion
- Conduct print design layout and proofing in multiple languages using InDesign
- Develop printed and digital marketing collateral
- Design graphics, animations, and special effects, and edit photos, audio, and video to create impactful content
- Ensure consistency in design and content across all company platforms

● **Designer** / 2020 - 2021

IPTVX

Key Responsibilities:

- Analyze project requirements and brainstorm creative ideas
- Oversee projects from concept through design to final production
- Research media techniques and explore design concepts
- Collaborate with software programmers to develop multimedia content ideas
- Design and produce engaging multimedia content that meets project specifications
- Create visual imagery for clients, ensuring alignment with brand guidelines

SOFTWARES

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● Digital Designer / 2016 - 2017

Hunterlodge Advertising

Key Responsibilities:

- Create visually compelling graphics, UI/UX designs, and templates for landing pages and banner ads
- Develop original designs while adhering to brand and campaign guidelines
- Perform image retouching, cutouts, and source lifestyle imagery
- Utilize HTML5 and CSS3 to update website graphics and banner ads
- Design and build interactive and engaging HTML5 marketing emails and email templates
- Leverage InDesign, Photoshop, and Illustrator to produce attractive brochures, images, and banners
- Use Adobe Animate to craft dynamic animations and GIFs

● Freelance Graphic Designer / 2013 - 2023

Newba

Key Responsibilities:

- Develop brand strategy and positioning
- Design brand identity and launch the brand online
- Create on-brand design solutions that align with measurable business objectives, including: business cards, brochures, flyers, social media posts, websites, and other promotional materials
- Upload and manage materials in the online store

● Senior Graphic Designer / 2012 - 2016

Visual Creative Studio

Key Responsibilities:

- Design a variety of print and digital materials, including web graphics, videos, landing pages, brochures, iconography, brand identities, infographics, and more
- Perform image retouching and manipulation
- Establish creative direction for clients and develop brand guidelines
- Manage project communications and workflows to ensure timely and high-quality delivery
- Lead and mentor junior designers
- Plan concepts by reviewing creative briefs and relevant information
- Design and develop graphics for mobile apps
- Collaborate with developers to conceptualize and execute visual designs
- Lead and manage the UI design team



SOFTWARES

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Figma

Xcode



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● Freelance Graphic Designer // 2011 - 2015

Scannagrilli - Italian Restaurant Photoshoot and Website Design

Creazina - Digital Banners for Blog Posts and Events

EAI - Book Publication Layout Design

Key Responsibilities:

- Design consistent layouts with a keen attention to detail
- Adhere to brand and logo guidelines to ensure cohesive representation across all media
- Create engaging and visually impactful presentations that effectively convey ideas
- Manage project timelines, deliverables, and deadlines
- Organize graphic materials and photos for easy access and use
- Maintain regular communication with clients to ensure alignment and satisfaction



EDUCATION

● CIS - Web Developer // 2019 - 2021

San Jose City College

PHP, C++, Python, XML.

● CIS - Software Engineer // 2017 - 2019

Oakland Community College

Database Systems, Networking, JS, Java, Systems Analysis and Design, HTML5, CSS3, English Writing.

● Graphic Designer // 2009 - 2012

Bachelor in Graphic Design / European Institute of Design

Adobe Creative Suite, Final Cut Pro, Photography, HTML, CSS.

● Basic Programmer // 2005 - 2009

High School Diploma in Programming / Istituto Tecnico Commerciale

Basic Programming, ECDL Certificate.



LANGUAGES

HTML5

CSS3

JS

PHP

CMS



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PERSONAL SKILLS

Problem-Solving & Conceptual Thinking



Communication & Collaboration



Time Management & Organization



Attention to Detail



INTERESTS



Photography



Travel



Sport



Movies & Series



DESIGN SKILLS

Branding & Identity Design



Layout & Composition



Typography & Color Theory



Advertising & Social Media



Web & Digital Design



Creative Direction



UI/UX Design



Vector & Icon Design



Print Design Production



Video Production & Editing



Video Animation & Motion Graphics



Coding & Database Basics



LANGUAGES

Python

C++

Java

XML



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ABOUT

I'm an Italian designer based in California, US. After graduating from the **European Institute of Design** in Rome, I launched my career at **Visual Creative Studio**, where I honed my skills across various design fields. My journey then took me to London, UK, where I worked at **Hunterlodge Advertising**. Following that valuable experience, I moved to the US and joined **SFHP** while also taking on several freelance projects.

LINKS

linkedin.com/in/ccicchinelli
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PORTFOLIO HIGHLIGHTS



Logos

Branding



MA

Ads // Collateral // Social Posts // Web



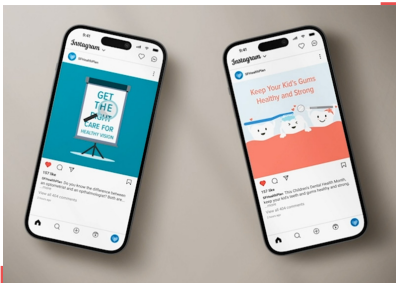
SFHP

Ads // Collateral



Crowd Content

Ads // Collateral // Web



SFHP

Social Posts // Motion Graphic



McLaren

Ads // Web