

Alessandro Riva

Communication Designer & Art Director

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LinkedIn | <http://www.linkedin.com/in/alessandr-riva>

Portfolio | <https://alessandro.design>

Designer & Art Director from Italy with a BS and a MS's degree in Communication Design. I'm specialised in designing brands, visual communication, conceptualizing symbol & logos and storytelling.

Design skills

Brand Design
Project management
Visual Communication
Experience design
Design Research
Book design
Pitch design
Exhibition design
Way-finding design
Packaging design
Typography

Software skills

Illustrator
InDesign
Photoshop
Lightroom
XD
Figma
Keynote
Microsoft Suite

Language skills

Italian | native speaker
English | proficient
Spanish | intermediate
French | elementary
German | basic

Experience

Freelance, Designer & Art Director Nov 2018 - Present

Freelance Designer & Art Director, over 3+ years of experience in developing engaging and innovative visual identities for clients in broad range of industries, focusing on small businesses and entrepreneur.

Highly adept at visual strategy, service design, branding, layout development and on-brand material for both print and online.

Freelance, Designer Nov 2021 - Present | Affairs | Sweden

- + Collaborate with Affairs on an ongoing project with Klarna as a client.
- + Developed contents on different communication channel and media (print & digital)
- + Created assets for Klarna's social media accounts
- + Created assets for Klarna's app

Designer, Intern 2021, May - Oct | Interbrand, CEE | Germany

- + Main clients I've worked for: Allianz, Airbus, Bugatti, Henkel, JTI, Philips
- + Brand analysis and audit for clients (domestic and global brands)
- + Development of Visual Identity concepts
- + Curated and organized the image strategy of the company.
- + Internal & Client presentation development and layout
- + Market & Benchmark research
- + Development of icons, info-graphics, mock-ups and pictograms

Designer, Junior 2020, Jan - 2021, Jan | Edilsider SpA | Italy

- + Worked on the 2020-2021 marketing campaign and supported the company's sales/marketing team in creating assets and marketing strategies.
- + Continued the projects started with the company's MarCom team
- + Design research on relevant trend innovations, product improvement and new product opportunities in support of the R&D department
- + Curated and organized the image strategy of the company.
- + Curated the image development of the company's products.
- + Created social media assets for the company social media accounts.

Experience

Freelance, Graphic Designer Aug 2018 - Nov 2019 | Edilsider SpA | Italy

- + Worked on the 2019 marketing campaign and supported the company's sales/marketing team in creating assets and marketing strategies.
- + Design research on relevant trend innovations and new product opportunities.
- + Designed various print assets for fairs, events, and exhibitions.
- + Designed vehicle graphics for the company's fleet.
- + Participated in the creation of a broad assortment of print and digital content for magazines and advertisements.
- + Curated the display, layout, and information design for fair stands.
- + Created social media assets for the company social media accounts.
- + Created and designed the company product catalogue for the year 2019.

Designer, Intern 2017 Jan - Dec | COMMUNE Inc. | Japan

- + Graphic Design Intern on several projects spanning from brand to editorial, web design, and packaging design.
- + Harmonized two different languages, English and Japanese, in design for the same brand.
- + Assisted in client meetings and learned how to administer and manage a project from conception to final development.

Apprenticeship, 2012 Sep - Oct | Editoria Grafica Colombo Srl | Italy

- + Intern in printing, typography, screen printing, and serigraph.
- + Management of moulding machines, preparation of offset printing machines, product and colour quality control.

Education

MS in Communication Design,
2015 - 2019
Politecnico di Milano - School of Design
Milan, Italy

Exchange program: Israel
Feb - Aug 2016
Bezalel Academy of Arts & Design
Jerusalem, Israel

BS in Communication Design,
2012 - 2015
Politecnico di Milano - School of Design
Milan, Italy

Erasmus program: Germany
2013 -2014
Hochschule für Gestaltung
Schwäbisch Gmünd