



Monica Franceschi

GRAPHIC/WEB DESIGNER & ILLUSTRATOR
VISUAL COMMUNICATION SPECIALIST

I am a passionate graphic designer, capable of creating classical and modern creative graphic solutions for any communicational need. I love to design effective works focused on identity and branding, print media, app, responsive web design, and illustrations with different techniques and a strong personality

Educations & Languages

High School degree
ITALIAN native / ENGLISH fluent

Contacts

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@monicafrancesk
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Why Me

Punctual > Professional > Ambitious > Empathic
>Accurate > Artistic > Positive > Ironic >
Organized > Leader

FIRST JOB EXPERIENCE

Malipiero Editore Spa (BO) |

Publishing House, Narrative and educational books, stationery items for school and leisure

Positions held: Graphic designer and illustrator

Publishing

2001

Istituto Tecnico ISIT (FE) |

Technical Vocational School
Positions held: Web design Teacher within the Advanced Training Course

Teacher

Freelance

from 90's /on going

Positions held: Art director, Graphic Designer, Web Designer, Illustrator

Advertising Agencies

DMB & B, Longari & Loman, LDB, Duende, Gez Design, ADA (clients: Segafredo, Twinings, Montenegro, Hatù, D&C, Streglio, Droste, Gazzoni, Guaber, Amici, i-TIM tour, ecc.)

Music Industry and Entertainment

Zucchero, Giorgia, Biagio Antonacci, Grazia di Michele, Brando, Too Rude (GB), Actnoir, Bobby Solo, Andrea Griminelli, Monte Montgomery (USA), others...

Web Agencies & Events Agencies

ContempoWeb, Soave Guitar Festival, La Tavola Armonica, ADA services (Amici di Maria de Filippi)...

Show Business

1993/2003

Red Ronnie's companies (BO) |

TV program productions, broadcasted on national networks (Rai, Mediaset, TMC e TMC2) / Editorial publications about music, creating tv shows about music, art and actuality, live music events.

Positions held: Involved in the concept of the shows. Managing resources as Art Director/Graphic designer on large projects involving editorial publications, print and web development. Managing interactive contents during the show on air.

Web & Communication Agency

2008-2014

Europa Multimedia srl Imola (BO) Italy

Web & Communication Agency, Advertising, Branding and Identity, Marketing strategies, Creating Events, Website, SEO, CMS, online marketing

Positions held: Graphic/Web Designer & Illustrator. Creating and developing graphic material (logos, brochures, etc) on large projects in all the areas of the agency activity.

Marketing Strategy

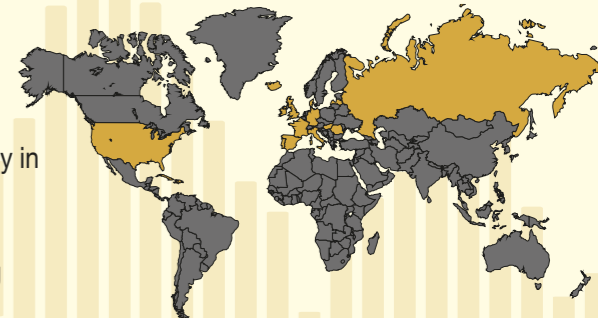
2003/2008

MGM.it Store Solutions Crevalcore (BO) Italy

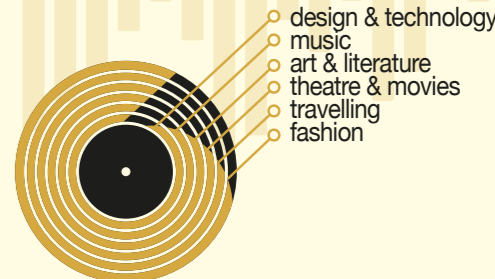
Worldwide leader company in designing and equipping shopping centers.

Positions held: Managing resources as Marketing & Communication Manager on large projects involving outside resources. Designing internal and external graphics for the shopping centers. Creating graphics logotypes and corporate image manuals for the shopping centers, consultancy for ADV campaign in-door and out-door.

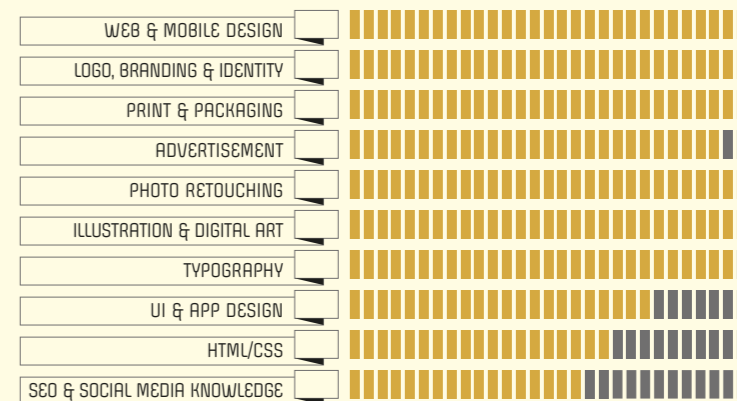
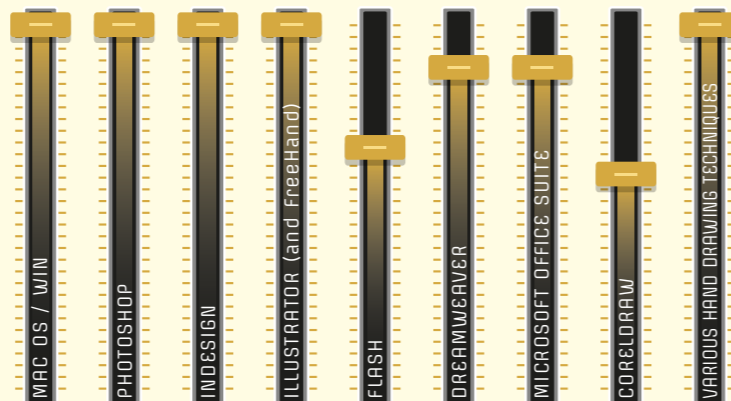
WorldWide Experience



Obsessed by:



SOFTWARE Skills



DESIGN Skills

