

Marielena Rago

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SKILLS

Visual design
Project management
Teamwork

TOOLS

Abope Ai, Ps, Id, Pr
Canva
Powtoon
Figma
Microsoft Office
Wordpress
AI

INTERESTS

Innovation
Visual trends
Marketing
Networking
Customer journey /
behavior

IMPORTANT

Environment
Information
Tech
Travel
Psicology
Sociology
Music

Senior brand & visual designer,

with extensive experience in branding and creative communication.
Strong attention to aesthetics, detail and cross-channel consistency.
Based in Florence. A selection of my works at distintisaluti.com

PROFESSIONAL EXPERIENCES

Visual Designer at ETA srl

November 2019 - Present

Annual European Biomass Conference & Exhibition

Work at the visual communication for EUBCE (European Biomass Conference and Exhibition), a high-profile scientific and international event on renewable energies and research, in collaboration with the institutions of the European Union

- Developed complete visual identity, signage, large-format print, web banners
- Coordinated visual touchpoints across spaces + digital channels
- Management of external collaborators and communication with institutional partners
- Print design (paper media, rollups, banners, badges, signage)
- Video editing
- Graphic design of awards, plaques, gadgets
- Stand / totem design
- Maintenance and updating of the dedicated site
- Creation of impactful visual presentations

Editions: 2020 - 2021 - 2022 (Online) - 2023 Bologna - 2024 Marseille - 2025 Valencia

Event designer at ETA srl

October 2023

Technical Tour - Finland field trip 2023

Logistical organization of technical tours, in the bioenergy sector, for participants with a high technical and industrial profile coming from different countries (Europe, India). Organization of travel to different cities, hotels, meals, flights. Participation in the same and coordination of the local guide in Finland. Tour duration: 1 week

Support for communication and dissemination of results for European projects on renewable energy and decarbonisation

Visual design from the idea to the print

- Graphic design for both small and large formats
- Factsheets, scientific posters, supports (flyers, trifolds, rollups, bags) design and print
- Websites building and related products (banners, adverts, newsletters) design

Communication Consultant - Visual Designer at MGC Group

February 2019 - November 2019

Communication design

Communication and branding consultancy

- Communication product design for social media to achieve strategic objectives (brand awareness)
- Editorial calendar and creation of copies consistent with the company's tone of voice
- Designed UX-centered web visuals and landing assets aligned to brand identity
- Graphic design, branded image, care of the project from concept to printing on small and large media
- Graphic animations for the web
- Direct customer consultancy

Graphic Designer - Web designer at Edenpark srl

October 2014 - July 2018

Brand image and visual design

Visual design and branded image in the furniture field

- Corporate image redesign
- Graphic design for social media and copywriting in both Italian and English language
- Graphic design for print
- Prestashop e-commerce platform Sst up and management
- Planning meetings and small events for industry experts and buyers

Graphic Designer - Branding Consultant freelance

2013 - Present

Visual design

- Branding image consultant
- Coordination between/of stakeholders involved
- Designed UX-centered web visuals and landing assets aligned to brand identity

Graphic design software teacher

EDUCATION

Industrial Design Master Degree

ISIA, Istituto Superiore per le Industrie Artistiche

October 2011 - March 2015

Product design, visual design, marketing fundamentals

LANGUAGES

English B2 Level

French A2 level

German A1 level

COURSES

Google Digital Training – Digital Marketing Fundamentals

March 2019 - May 2019

Practical marketing 1-2 level at ARTEX Firenze

October 2017 - January 2018

Web design and multimedia graphic at AS Consulting

September 2017 - October 2017

OTHER PROJECTS

L'asino d'oro Edizioni - Graphic design Bios Psychè, 2018

Boscolo Hotels Niece - Design of SPA and wedding catalogues, visual and photoshooting on site, 2018

Teatro Verdi magazine - Commercial adv for Edenpark Florence, 2014

FTI, University of Geneva - Poster graphics for Open Day, 2013