

ANGELA VIOLINO

Angie

Brand Communication Designer,
Visual Storyteller & Presentations Specialist.



I have many years of experience in designing **brand identity, digital communication and presentations for companies and international organizations.**

I have worked with clients such as **Nielsen, UBI Banca, Mattel, Kellogg, UCB, McCann** and many others. I also like to work with non-profit organizations to help them develop their brand identity and reputation. Always for a good cause.

I have a **user-centred approach** which means that I put my client's needs first to develop something creative, unique and tailor-made. My approach allows me to move from online to offline projects, creating visual identities with strong visual personalities.

According to my clients, my strengths are:

- Being trustworthy and punctual;
- My clarity of thought and concreteness united with creativity and out of the box thinking;
- A recognizable and never banal style dictated by a love for detail.

My work is creative, colourful and essential. I put my passion and enthusiasm into everything I do and this allows me to have fun working. **Doodle** is my brand, my work, my passion.

ABOUT ME

born in **Udine 05.02.1978**

address **via privata Bellinzona 21 | 20154 Milano | Italy**

mobile **+39 3496181721**

SOFTWARES

Adobe Photoshop | Adobe Illustrator | Adobe Indesign | Adobe UX | Sketch | InVision | Figma | Keynote | Wordpress | Microsoft Office | Miro.

EDUCATION

2021 | **UX Design Course** | Politecnico di Milano | Milano | Italy

1998-2004 | **Degree in Industrial Design** | Politecnico di Milano | Milano | Italy

Mark: 100/100

2000-2002 | **Degree in Product Design BSc (Hons)** | Brunel University | London | England

Mark: 2.1

LANGUAGE SKILLS

Italian mother tongue.

English C1/C2 Fluency in spoken and written English used in working contexts daily.

I lived and worked for five years in England where I refined my communication skills in English.

Spanish B2 Intermediate level in spoken and written communication.

HOBBIES

Illustrations | Hiking | Charity work | Reading about neurosciences

PROFESSIONAL EXPERIENCES

2004-today | **Doodle** | Doodle is my brainchild. It started in 2006 with the idea of creating and design projects both creative and well crafted. Since the beginning of this adventure, the scope of the projects and clients have changed moving from Product Design to Visual Communication. Doodle has grown with me and today it offers a variety of services from online to offline.

Some of my clients: Lamborghini | Amazon Web Services | Sudwolle | Stefano Boeri | Novartis | Fabbrica del Vapore | Jannelli & Volpi | Danone Brasile | UbiBanca | Nielsen | Mattel | UCB | Pam | Kellogg | UNHCR

2019-today | **Careershifters** | Careershifters is a UK based company helping people who feel stuck in the wrong career find and move into more fulfilling work. I develop and design online and offline material to help them communicate their services in the most efficient way.

2012-today | **Communication agencies** | During my professional career I have collaborated as a graphic designer on an ongoing basis with various agencies including: Studio Chiesa | BBDO | McCann, RockCommunication | Blue IT | Web Ranking | The Optimist

For these communication agencies, I have developed visual identities, food packaging and website layouts. Therefore carrying out both online and offline activities.

2015-2017 | **Lumen Design** | Lumen is an international award-winning agency in Milan. I worked for them in the branding department. Working with them I was able to design websites, brand identities and graphics for a variety of international clients.

EXHIBITIONS & WORKSHOPS

During my career, I have been invited to show my work in exhibitions and participating as a speaker in workshops and events related to the world of creativity, branding and visual thinking.

2018-today | **Various** | Lecturer on how to create effective presentations for companies and academies. The workshops allow participants to learn the visual language and apply it starting from the rules of communication and graphics.

2021 | **PHYD** | Speaker for Adecco on the theme of Doodling, the art of telling reality through signs and drawings to communicate.

2019 | **Reinventing** | Speaker for Reinventing, an event on how to change and evolve using Design Thinking.

2020 | **Creative Mornings** | Speaker for the Creative Morning format on the subject of Symmetry.

2016 | **Brand Designing** | Lecturer in workshops for companies such as Novartis, IEO, Sudwolle on how to build an effective presentation.

2013 | **Branding 2.0** | Speaker in the conference by the Urbino University on new forms of communication.

REFERENCES

We have been working with Angela for two years and hope to do so for many more. We appreciate her as an outstandingly creative and highly reliable professional. She is a very good listener, deeply digging into our needs before going to work. Maybe this is just one more reason why she manages our requests so timely and "to the point".



Elsa Pieper

People & Sustainable transformation / Coach, Facilitator, Managing Partner Fährmann Unternehmensberatung GmbH, Munich, Milan

Angela was the graphic designer at our team workshop. While initially the group was thinking that having such a person in the group was a nice to have, it turned out that it was a must have. Because Angela's illustrations, the group was able to keep track of what they covered in their workshop but more importantly we could easily showcase our work outside the group, in the wider company. No need for long complex PowerPoint decks, just some of the posters that Angela produced were telling the story in a much more meaningful way. ☐ One visual says so much more than words and words.



Sarah Mertens

Senior Director, Head of UCBCares Europe at UCB

