



VIRGINIA MASSONE GRAPHIC DESIGN

📍 Spain

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WORK EXPERIENCE

Empanadas Malvón

Remote, ES
11/2021 - present

Digital Graphic Designer

Design of social media content (animated and static), digital and offline campaigns (banner ads, flyers, menu boards etc); mockups; photo retouching.

Impar Ads

Remote, ES
07/2020 - 11/2021

Marketing Graphic Designer

Design of social media content (animated and static), banner ads, landing pages, emails, infographics etc; web design, brand identity design; social media management; campaigns strategy; copywriting.

Plato Group

Barcelona, ES
04/2018 - 12/2019

UI Graphic Designer

Design of banner ads, emails, products catalogues, infographics, flyers etc. for the company's multichannel marketing campaigns; brand identity update; UI mockups.

Wtransnet

Terrassa, ES
10/2017 - 04/2018 (internship)

Graphic Designer

Design of banner ads, landing pages, emails, flyers, brochures, calendars etc. for the company's multichannel marketing campaigns.

Printsome

Barcelona, ES
04/2017 - 09/2017 (internship)

Graphic Designer

Design of banner ads (animated and static) and infographics for the agency's blog; artwork preparation for apparel printing.

Steel

London, UK
11/2015 - 09/2016

Junior Digital Designer

Design of email campaigns for the agency's clients (Debenhams and TalkTalk); training sessions on HTML and CSS.

HeyBigMan!

London, UK
09/2015 - 11/2015 (internship)

Junior Creative

Concept ideation for social media campaigns; design of event posters for the agency's clients.

EDUCATION

Instituto Tráfico Online

Remote
04/2020 - 09/2020

MA Digital Advertising Specialist

Digital advertising strategy; campaign implementation (buying traffic, copywriting, banner ads and landing pages design), optimization and results analysis.

Falmouth University

Falmouth, UK
09/2014 - 09/2015

MA Creative Advertising

Creative advertising portfolio; concept development and art direction; Adobe Photoshop, Illustrator and After Effects classes.

University of Trieste

Trieste, IT
09/2011 - 12/2013

MA Science of Public and Corporate Communication & Advertising

Market research Thesis; marketing, psychology, socioeconomics, art direction, video editing classes; 6-month Erasmus at Roskilde University, DK (2012).

University of Trieste

Trieste, IT
09/2008 - 10/2011

BA Communication & Advertising

Marketing, advertising techniques, social science classes.

Domestika & Udemy

Remote
In different periods,
to keep updated

Various Design & Creative Courses

Courses: Web Designer & Developer, UX / UI Design, Adobe XD; Sketch; Logo Design; Motion Graphics For Social Media; Photography & Video Making; Digital Watercolour; Drawing & Painting.

SKILLS

- Graphic design (marketing campaigns, social media content, infographics, brand identity...).
- Motion graphics & video editing.
- Photo retouching & digital illustration.
- UX/UI design (wireframing, prototyping...).
- Web design (page building tools, HTML, CSS).
- Social media management.
- Marketing campaign metrics analysis.
- Proactivity, creative thinking & problem-solving.
- Attention to details.

- Organization & time management
- Adaptability, flexibility & versatility
- Communication & collaboration (team work)

Most used software / apps:

- Adobe Photoshop, Illustrator, Premiere Pro, After Effects, InDesign.
- Adobe XD, Figma, Sketch, WordPress, Shopify, ClickFunnels, MailChimp, Social media.
- Microsoft Word, PowerPoint, Excel.

LANGUAGES

- **English:** fluent
- **Spanish:** fluent
- **Italian:** native

CERTIFICATIONS

- Adobe Certified Associate in Visual Communication Using Adobe Photoshop (05/2015)
- IELTS Academic - British Council (04/2014)