



VIRGINIA MASSONE GRAPHIC DESIGN

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WORK EXPERIENCE

Impar Ads (remote work)

Jul. 2020 - present

Marketing Graphic Designer

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

Plato Group (Barcelona, ES)

Apr. 2018 - Dec. 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)

Oct. 2017 - Apr. 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)

Apr. - Sep. 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)

Nov. 2015 - Sep. 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)

Sep. - Nov. 2015
internship

Junior Creative

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

EDUCATION

institutotraficoonline.com

Apr. - Sep. 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 (UK)

Sep. 2014 - Sep. 2015

MA Creative Advertising

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

University of Trieste (IT)

Sep. 2011 - Dec. 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 (IT)

Sep. 2008 - Oct. 2011

BA Communication & Advertising

Marketing, advertising techniques, social science classes.

domestika.org / udemy.com

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**)

Frequently used software / apps:

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

LANGUAGES

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

CERTIFICATIONS

- Adobe Certified Associate in Visual Communication Using **Adobe Photoshop** (May 2015)
- **IELTS Academic** - British Council (April 2014)