

valentina maccioni

creative visual communication

Hello! I'm Valentina Maccioni, born in 1994, currently located in Bologna. I am a multidisciplinary graphic designer, specialized in brand identity.

Creativity is intelligence having fun.

Albert Einstein

Analysis, research and synthesis, aimed at the creation of effective visual solutions. Overview and forecast of variables and limits in the design, finally order and method in the realization.

All seasoned with the right dose of creativity.

I study psychology of communication and representation. I think that awareness of the systems of perception is fundamental for this profession with great social e political responsibility.

I mainly deal with 2D graphics applied to visual identities, coordinated images, logo design, illustration and publishing, both paper and digital.

I expand my skills in the field of web design and data visualization; Currently I work in the WordPress

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In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

OCCUPATION

Graphic designer

Smeraldini & Menazzi
Executive and creative graphic designer food oriented (catalog, brochure, flyer, adv, menu, packaging, retail gadget)
Period: Dic.- Mar. 2019

Graphic designer

Freelance
Collaboration with several Italian agencies in the development of design and executives projects online and offline. From strategy to press.
Period: Giu. 2018 - Present

Post production manager

Cersaie Press
Post production manager for journalistic photography
Period: 24 - 28 Sept. 2018

Graphic designer

Rebranding Headquarters
Executive graphic designer (corporate image, company profile, social media content)
Period: Feb. - May. 2018

Graphic designer

Mambo, Corraini Edition
Graphic design of catalog "Grazia Ricevuta: Vita, Morte e Miracoli" of Maurizio Finotto
Period: Apr. - Sept. 2017

Frame colorist

for B.O.M.A.R. UNIVERSE of Marco Bolognesi
Frame handmade colorist for the animation "Senday City"
Period: May 2017

TRAINING

Accademy of fine arts of Bologna

2013 - 2017
Course of Graphic Design
First level graduation
Grade : 107 / 110

Exams

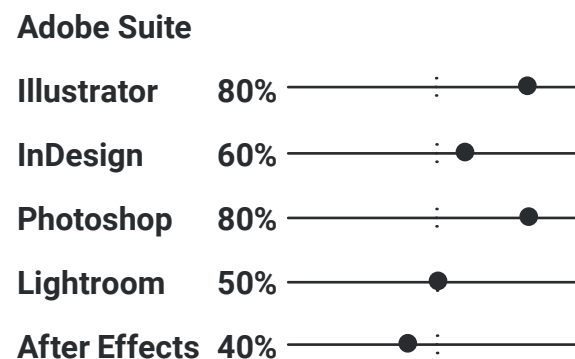
Graphic design I, II, III
Technical and design drawing
Computer graphic
Computer science for graphics

Photography
Packaging
Web design
Light design

Publishing
Publishing for fashion design
Illustration for publishing

History of women in modern art
History of contemporary art
History of the applied arts
Mass media theory and method
Theory of perception
Chromatology

SOFTWARE



INTERSHIP

Disincantoiconico

Basilica Palladiana Vicenza
Position: graphic designer
Project: visual identity (billboards, poster, cartoline)
Period: Feb. - Apr. 2017

Antichi saperi sperimentano nuovi linguaggi

Accademy of fine arts of Bologna
Position: digital publishing designer
Project: e-pub
Period: Mar. - May 2016

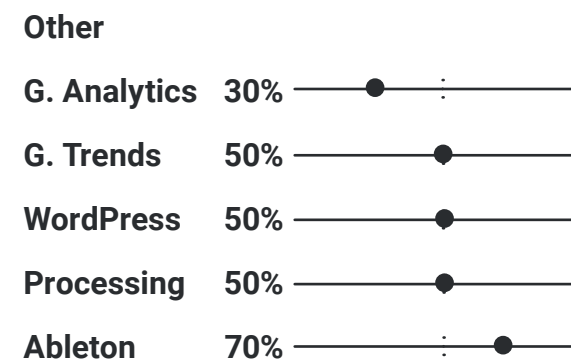
Cantiere Bologna

Genus Bononiae
Position: graphic designer
Project: Visual identity and wayfunding of exposition
Period: Mar. - May 2015

10 oggetti per 10 percorsi

Genus Bononiae
Position: digital publishing designer
Project: e-pub
Period: Mar. - May 2015

SOFTWARE



WORKSHOP

Generative Design

Introduction to generative design through use of the Processing software.
During: 16h
Target: new technology

Letterpress

Typographic design. Friezes and modular characters.
During: 16h
Target: typography

Shodo

Cards, inks and characters in the calligraphy of the Zen tradition.
During: 4h
Target: japan calligraphy

Calligrafia, dalla matita al pennello. Un viaggio in punta sottile.

Traditional history, techniques and alphabets of calligraphy.
During: 8h
Target: calligraphy

LANGUAGES

