

## ■ raffaella isidori

Creative & Art Director ■ Brand & Communication Designer ■ Writer ■ Photographer ■ Polymath

## ■ executive summary

25+ years in the field of **integrated communication design** shaped me into a **"full stack" communication designer**, with a wide range of experience, both generalist and specific, and with a **multicultural background**.

From strategy to implementation; from designing brands to designing events, passing through a variety of skills and talents, my approach is simple: **research, attention, creativity, professionalism, efficiency, care, practicality, leanness and sustainability**. My motto: **design is problem solving**.

**I keep a broad perspective and an holistic approach. I love details and take pride in working as a craftsman.**

My experience allows me, as opportune, to effectively **manage and coordinate** other experts and teammates to extend the professional abilities and to deliver sustainable and effective solutions, as well as to **mentor** junior creatives and associates.

## ■ professional experience

Since 1998 ■ **thesign.it** - founder ([www.thesign.it](http://www.thesign.it))

*thesign.it is a creative lab with a focus on integrated communication, strategy, design & brand building, a fluidly structured container of competences and experiences where we test new approaches, an intersection of cultures, languages, skills and interactions, and a nexus where diversities converge, contaminate, pollinate and grow to produce solutions, products, services, information, communication, contents and stories.*

**As an entrepreneur**, I manage all aspects of business endeavors: from **pitching the client** through delivery of **final products**, handling all the required **client/supplier relations**.

**As a designer and a creative strategist**, I create and produce (or manage production of) all deliverables.

**As a consultant**, I flank clients (and their team) to foster and bolster the **development** of appropriate and **successful communication projects**; to recognize the most **effective strategies** and create messages that are opportune and targeted; and to manage the **transformation of concepts into actions and contents**.

**As a coach**, I sustain professionals, entrepreneurs and managers in **all areas of corporate communication**, as well as in their **personal branding, communication skills** and in the production of **high-impact digital presentations**.

## SOME OF THE LATEST PROJECTS:

- Since 01/17 ■ **The Skill Nursery - Il Vivaio delle Competenze** - service design, communication  
A training and coaching project, designed specifically for a non-digital-native business target, focused primarily on branding, communication and linguistics. #training #coaching - [read more](#)  
GOALS: *designing a service aimed at a niche target, creating an appropriate image, establish a trustworthy brand.*  
VALUE PROVIDED: *successfully built the project, the platform and the services, designed an appealing and memorable brand image; currently developing and implementing the marketing strategy.*
- Since 04/15 ■ **La Bauttega, Bormio, Italy** - brand & marketing communication design (formerly "La Boutique") Brand design & strategy, print & digital design, advertising; signage design; social media. #strategy #communication\_design #integrated\_communication - [read more](#)  
GOALS: *establishing the new brand locally and online, through a unique image and a sound marketing strategy.*  
VALUE PROVIDED: *successfully built a recognizable and appealing brand image and communication campaign (locally and online) through a wise use of the limited available resources.*
- **06/17-09/17** ■ **WordPress Translation Day 3** - brand, digital & marketing design, UX, UI, copywriting  
Branding, digital & marketing design; event design & copywriting for annual global digital event of the Int'l WordPress Polyglots Team. #communication\_design #webdesign #UI #UX #copywriting - [read more](#)  
GOALS: *as design lead, establishing a new brand for the WP Community's Polyglots team, creating an interactive website for the event, creating content, copywriting, press & marketing material.*  
VALUE PROVIDED: *successfully built a recognizable and appealing brand image and communication campaign; successfully designed an interactive and appealing website; managed colleagues and teammates to build and enhance website and communications.*
- **09/16-01/18** ■ **Mulberry Studio, Cambridge, Ma** - branding, web design, digital marketing strategy  
Worked remotely with US-based business to revamp the brand, create a stunning online presence and extend market reach. #strategy #branding #webdesign #WordPress #digital\_marketing - [read more](#)  
GOALS: *redefining the brand through a new image and online presence, to revitalize and strengthen it.*  
VALUE PROVIDED: *successfully built a new contemporary and appealing corporate image and online presence; developed a digital marketing strategy to expand the market reach.*

## ■ top skills

art direction ■■■■  
brand design ■■■■  
coaching & mentoring ■■■  
communication design ■■■■  
concepts & storytelling ■■■■  
content design & curation ■■■■  
copy writing ■■■  
creative direction ■■■■  
design ■■■■  
digital & web design ■■■■  
html & css ■■■  
integrated marketing comm. ■■■■  
graphic design ■■■■  
marketing design ■■■■  
motion media design ■■■  
photography ■■■■  
presentation design ■■■■  
print & editorial design ■■■■  
project management ■■■■  
prototyping ■■■■  
strategy & marketing ■■■■  
translation & l10n ■■■■  
user experience design ■■■  
writing & editing ■■■■

## ■ languages

English: native  
Italian: native  
French: intermediate

## ■ locations

Italy: Gerenzano, Greater Milan  
UK: Milton Keynes, Greater London  
USA: Denver, Colorado

## ■ citizenship/working permits

USA & EU (Italian) Citizen  
UK NI Number

## ■ software

adobe creative suite ■■■■  
presentation design tools ■■■■  
microsoft office suite ■■■  
remote & work mgmt tools ■■■  
SMM & DEM tools ■■■

## ■ links & contacts

portfolio: [www.raffaellaisidori.com](http://www.raffaellaisidori.com)  
e-mail: [work@raffaellaisidori.com](mailto:work@raffaellaisidori.com)  
skype: zetaraffix  
ITA mob + IM: +39.335.100.9000  
UK mobile: +44.739.700.71.38  
USA mobile: +1.720.350.3007



■■ advanced ■■■ expert

## ■ teaching experiences

As a teacher, my goal is my students' holistic growth as designers, professionals and human beings: **through design thinking and problem solving**, I lead them through the procedures so they can understand the process.

Since 2014 ■ **Accademia di belle arti**, Novara - professor: *brand design; integrated communication*  
 2014-2016 ■ **Politecnico di Milano (polidesign.net) dipartimento di design** - lecturer  
 2004-2007 ■ **Istituto europeo di design, Milano** - professor: *history of scenic design for events*

## ■ other professional experiences

2006/2009 ■ **Ratio Consulta SPA, Milano** - image & communication manager  
 01-10/2002 ■ **With love from Umbria, US/Canada** - promotional event design & organization  
 1998/1999 ■ **Barabino & partners, Milano** - senior graphic designer  
 1997/1998 ■ **Landò-Nardi, Milano** - senior art director  
 1995/1997 ■ **Italiana di comunicazione, Milano** - senior art director  
 1993/1995 ■ **Armando Testa, Milano** - art director  
 1991/1992 ■ **McCann-Erickson, New York** - junior art director

## ■ education

2016 ■ **interaction design specialization** - *in progress*  
 Coursera - University of California, San Diego  
 2013 ■ **master of arts: broadcast design - motion media design**  
 SCAD - Savannah College of Art and Design, Savannah, GA  
 1991 ■ **bachelor of fine arts: advertising design**, *summa cum laude*  
 1988 ■ **associate in applied arts: photography**, *magna cum laude*  
 FIT - Fashion Institute of Technology, New York, NY  
 1984 ■ **diploma di maestro d'arte, grafica pubblicitaria**  
 Istituto statale d'arte, Orvieto (Tr). Italy

## ■ academic recognitions

2008 ■ Savannah College of Art & Design: **honor scholarship** (Master of Arts)  
 1991 ■ Fashion Institute of Technology, dept. Advertising Design, NY: **medal of honor**  
 1990 ■ Art Directors' Club NY: **scholarship winner**

## ■ interests & objectives

My interests and objectives for the future span in the fields of **product design, research, interaction design, data visualization, and linguistics**, as in **academics** and in the study of **behavioral science**.

My passion for learning and teaching fuels ambitions of a future in **research**, particularly in the exploration (and in the exploitation) of the **interactions between creativity, design and technology**.

## ■ personal characteristics

Versatile, coherent, dependable and highly organized ■ practical, logical, analytical, and detail oriented ■ strategic, far-sighted and lateral thinker ■ creative, passionate, curious and nonconformist ■ serious, tenacious, resilient and loyal ■ empathetic, sensible, reasonable and direct ■ cool under pressure ■ fast thinking and rapid in action ■ excellent sense of aesthetics ■ capable to handle complex situations and contexts ■ excellent verbal, written & visual communication.

## ■ volunteering, open source and personal projects

**Supporter of open source** and **active contributor** in both the International and the Italian **WordPress communities**; as well as **localization volunteer** for **Ted** and **Coursera**.

**Organizer**, with the role of Lead Design (digital, web, communication, motion media and data visualization) of last September's **WordPress Translation Day 3**.

**Believer in collaborative work** and in the need to **protect and empower women worldwide**.

**Pastor of a large furred family**, I do all I can to help and sustain animal shelters.

## ■ soft skills

commitment  
 clarity  
 confidence  
 courage  
 critical thinking  
 curiosity  
 determination  
 design thinking  
 flexibility  
 friendliness  
 honesty  
 humor  
 leadership  
 multilingual & multicultural  
 project management  
 research  
 respect  
 responsibility  
 trustworthiness  
 sensitivity  
 sympathy

## ■ professional associations

**AIAP** (Italian professional ass.)  
**AIGA** - NY chapter

## ■ design philosophy

We craft solutions.

Great design is invisible.

Quality is always in the details.

There's a thin line between perfection and obsession: perfection implies shipping the product.

## ■ personal details

■ **DOB**: Sept. 14 1966  
 ■ **POB**: New York City, NY  
 ■ **Virgo sun**, Aquarius rising.  
 ■ **INFJ**

■ *for latest updates and more details, please visit my [LinkedIn page](#)*

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