

raffaella isidori

Milton Keynes ■ Milano ■ Boston

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 graphic & web design; print & digital design and production; marketing; advertising; writing, translating & trans-creating; photography; motion media design and video editing; social media management; and content design & curation—my approach is simple: **research, attention, creativity, professionalism, efficiency, care, practicality, leanness and sustainability**. My motto: **design is problem solving**.

I think laterally, I keep an holistic approach, I love details, and I take pride in working like a craftsman.

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

professional experience

Since 1998 ■ **raffaella isidori thesign** - founder (www.thesign.it)

A creative lab for integrated communication & brand building where experience and tradition meet new technologies, new media and new forms of interaction.

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, and in the production of **high-impact digital presentations**.

amongst thesign's 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 #ServiceDesign - [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 09/16 ■ **Mulberry Studio, Cambridge, Ma** - branding & digital design
Work remotely with US-based transcription boutique to revamp the brand, create a stunning online presence and extend market reach. #strategy #branding #webdesign #WordPress - [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; currently developing and implementing a digital marketing strategy to expand the market reach.
- Since 04/15 ■ **La Bauttega, Bormio, Italy** - brand & communication design
Branding, print and digital design, advertising; signage design; and social media presence. #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.
- 01/14-09/16 ■ **Mint Garden Café, Milano, Italy** - brand & communication design & management
Branding, print and digital design, photography, marketing, content design, social media strategy and management. #strategy #graphic_design #photography #print #digital #web #social_media - [read more](#)
goals: reinforcing the brand by providing a sustainable sound strategy and all the necessary implementing assets.
value provided: very successfully established the brand through a very personal and contemporary image (print and digital); created and managed the social media presence, from content creation to customer relations.

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 ■■
graphic 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

UK: Milton Keynes, Greater London
Italy: Gerenzano, Greater Milan
USA: Cambridge, Greater Boston

citizenship/working permits

USA & EU (Italian) Citizen
UK NI Number

software

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

links & contacts

portfolio: www.raffaellaisidori.com
e-mail: work@raffaellaisidori.com
skype: zetaraffix
UK mobile: +44.739.700.71.38
ITA mob + IM: +39.335.100.9000
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 the upcoming **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](#)*

■ *In compliance with privacy regulations, I hereby authorize the recipient of this document to use and process the personal details herein included.*

