

## ■ executive summary

A creative polymath, in over 25+ years in the field of integrated communication design I have grown into a "full stack" designer and communicator, with a wide range of experience and skills, and with a multicultural background.

My roots are in branding, creative direction, integrated marketing communication, and in print, digital, and visual design, which are - to date - my key competences.

Over the years, I have fully incorporated all essential digital skills: some coding, the design of the User Experience, the understanding of Interaction Design and of Information Architecture, the dynamics of data-informed design, the basics of analysis and research.

Along with design, my experience includes over 30 years of strategic and marketing consulting, as well as copywriting/editing, translating and trans-creating in both English and Italian, primarily copy for marketing/brand communication (print & digital), articles, and short stories. In more recent years, localization of digital products and video subtitling.

## ■ professional experience

Since 1998 ■ **raffaella isidori: thesign.it** - founder & creative director ([www.thesign.it](http://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 a "solopreneur"**, 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 consultant**, I flank clients (and their team) to foster and bolster the development of appropriate and successful communication; to recognize the most effective strategies and create opportune and targeted messages; and to manage the transformation of ideas and intuitions into actions and contents, to boost innovation and creativity.
- **As a designer and a creative strategist**, I create and produce (or manage production of) all deliverables. With almost 30 years of background as a designer, my competences have evolved and expanded, while my approach, my ethics, and standards have consolidated.
- **As a coach**, I sustain professionals, entrepreneurs and managers in all areas of communications - strategic and tactical, in product design, process development, and strategic thinking, as well as in their personal branding and in the production of high-impact digital presentations.
- **As a teacher and a mentor**, my view is heuristic and my goal my students' holistic growth as designers, professionals, and human beings. Through practice, theory, and problem-solving, I lead them through the procedures, so they understand the process.
- **As a writer**, I focus on my target and my mission, to identify and deliver the most opportune communication in terms of tone, vocabulary, and style.
- **As a translator**, I strive to render in my writing the feelings, emotions, and moods that are most respectful of the original content, and that best fit the context and the conversation's goal, paying particular attention to local, cultural, and formal nuances.

## ■ speaking & workshop engagements

In the last couple of years, I have been actively involved in speaking at international conferences and holding workshops, both in English and in Italian, primarily focused on branding, design, digital competences, and on mental health and mindfulness in relation to work, life and design.

2019 ■ WordCamp Rotterdam, NL, *speaker (branding)*; WordCamp London, UK, *speaker (mindful design)*; YoastCon, Nijmegen, NL, *speaker (branding)*; BSides, Leeds, UK, *workshop: mindfulness*;

2018 ■ WordCamp Thessaloniki, GR, *speaker (branding)*; Codemotion, Berlin, Germany, *speaker (design)*; WordCamp Milano, Italy, *speaker (design)*; DACHFest, Munich, Germany, *speaker (mindful design)*; WordCamp Roma, Italy, *speaker (design)*; WordCamp Brighton, UK, *speaker (branding)*; WordCamp Sevilla, Spain, *speaker (branding)*; WordCamp Europe, Belgrade, Serbia, *workshop: branding*; WordCamp Belfast, UK, *speaker (branding)*; WordCamp Porto, Portugal, *speaker (design)*; WordCamp Bari, Italy, *speaker (mindful design)*; Il vivaio delle competenze, Milano, Italy, *workshop: digital competencies*; WordCamp Retreat Soltau, Germany, *speaker (branding) workshop: mindfulness*; WordCamp London, UK, *speaker (branding)*.

2017 ■ WordCamp Roma, Italy, *speaker (branding)*; Il vivaio delle competenze, Bologna, Italy, *workshop: digital competencies*; Il vivaio delle competenze, Orvieto (Tr) Italy, *workshop: digital competencies*.

## ■ teaching experiences

**As a teacher**, I am a firm believer in the heuristic approach. I also believe in teaching through experience and in encouraging my students' problem-solving abilities. Within the "traditional" curriculum of the Academia, I

## ■ top skills

- art direction ■■■■
- brand design ■■■■
- coaching & mentoring ■■■■
- communication design ■■■■
- concepts & storytelling ■■■■
- content design & curation ■■■■
- copy writing (Ita/Eng) ■■■■
- creative direction ■■■■
- design ■■■■
- digital & web design ■■■■
- HTML & CSS ■■■■
- graphic design ■■■■
- interaction design ■■■■
- motion media design ■■■■
- photography ■■■■
- presentation design ■■■■
- print & editorial design ■■■■
- project management ■■■■
- prototyping ■■■■
- strategy & marketing ■■■■
- translation & l10n ■■■■
- teaching ■■■■
- user experience design (UX) ■■■■
- visual design/UI ■■■■
- writing & editing ■■■■

## ■ languages

English: native  
 Italian: native  
 French: intermediate

## ■ software

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

## ■ work philosophy

- We [designers] craft solutions.
- Great design is invisible.
- Quality is always in the details.
- Strive for the nexus between perfection and delivery.

## ■ links & contacts

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



introduce my students to modern approaches, procedures, tools, and skills, to establish a more empathetic and inclusive approach and to best equip them for their future endeavors

2014-2018 ■ **Accademia di belle arti, Novara** - professor: brand design; integrated communication

2014-2016 ■ **Politecnico di Milano** (polidesign.net) Design Department - lecturer

2004-2007 ■ **Istituto Europeo di Design, Milano** - professor: *history of scene-design for events/exhibits*

### ■ translation/localization/transcreation experience

Since 2018 ■ **SDL, UK** - transcreation (Pirelli)

Since 2016 ■ **WP-Translation Pro, France** - software localization, translation and revision

2009-2013 ■ **Asiafocus, EconomicBlog & Originis, Italy** - transcreation of monthly articles

2011-2012 ■ **ProTranslating, USA** - translation

Since 1998 ■ **Freelance** copywriter, editor, and translator

### ■ other professional experiences

2018-2021 ■ **UNDP (United Nations)** Selected Expert Roster: *Digital Communication & Web Design*

Since 06/18 ■ **Manafactory, Roma, Italy** *on-project creative direction, branding and design.*

2006/2009 ■ **Ratio Consulta SPA, Milano** - image & communication manager

1/10 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 - UCal, San Diego

2013 ■ **master of arts: broadcast design - motion media design** - SCAD, Savannah, GA

1991 ■ **bachelor of fine arts: advertising design**, summa cum laude - FIT, New York, NY

1988 ■ **associate in applied arts: photography**, magna cum laude - FIT, New York, NY

1984 ■ **diploma di maestro d'arte, grafica pubblicitaria** - Istituto statale d'arte, Orvieto (Tr). Italy

### ■ academic recognitions & certifications

2016 ■ **User Experience: Research & Prototyping** - certification

2016 ■ **Information Design** - certification

2016 ■ **Human-Centered Design: an Introduction** - certification

2016 ■ **Design Principles: an Introduction** - certification

2015 ■ **The Data Scientist's Toolbox** - certification

2009 ■ **Apple Pro Certifications, Final Cut Studio Suite** - certification

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

### ■ 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 WordPress, TED, and Coursera.

■ Co-organizer and Design Lead (digital, web, communication, motion media and data visualization): WordPress Translation Day 4, May 2019; WordPress Translation Day 3, September 2017.

■ Web design and event volunteer for Mental Health Hackers a no profit working to improve communication and education about mental health.

■ Former Communication Manager for *Architectora - Società Italiana di Architettura dell'Informazione*, a no-profit association dedicated to the promotion and the popularization of the principles and the practices of Information Architecture, Usability, Human-Centered Design, Human-machine Interaction and User Experience; organizer of the XII Italian AI Summit.

■ Believer in diversity and inclusion, and in the need to protect the weak and empower women.

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

### ■ soft skills

active listening  
aesthetics  
critical thinking  
curiosity  
determination  
emotional intelligence  
empathy  
flexibility  
friendliness  
honesty  
humor  
intelligence  
leadership  
loyalty  
multiculturalism  
project management  
research  
resilience  
respect  
responsibility  
trustworthiness  
sensitivity  
sympathy

### ■ personal details

DOB: Sept. 14, 1966

POB: New York City, NY, USA

Virgo sun, Aquarius rising.

INFJ

### ■ citizenship/working permits

USA and EU (Italian) Citizen

UK NI Number

### ■ locations

Italy: Gerenzano, Greater Milan

UK: Milton Keynes, Greater

London

USA: NYC, NY

### ■ professional associations

**AIGA** - The professional association for design

**IWA** - International Web Association

**Architectora** (Italian Architecture Information Association)

**AIAP** (Associazione Italiana Design della Comunicazione Visiva) (*former senior member*)

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*I hereby authorize the recipient of this document to use and process the personal details herein included.*