



GIOVANNA MORAGLIA

Digital Design

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Digital Skill

Advanced:

- Adobe Creative Cloud (Photoshop, Animate, Premiere, Illustrator, Acrobat ...)
- Microsoft Office
- PowerPoint-Präsentation
- Thinglink
- Canva

Medium level:

- Soziale Medien
- Newsletter Plattform
- WordPress
- HTML + CSS + js
- Moodle
- Dreamweaver
- Visual Studio
- QuarkXPress
- ArchiCAD
- AutoCAD
- 3D StudioMAX
- Alias
- Oracle-Portal

Operating system:

- Microsoft Windows,
- macOS

Digital Skill

360° view of the **entire production process** of a **digital product**: from the conception and implementation of the project to its dissemination and communication.

High skills in design management, digital communication, graphics and media design.

Collaboration skills, flexibility and problem solving.

Web content editor /Graphic designer

- Design and implementation of **interactive objects** for teaching (timelines, textual analysis, images and videos, galleries, maps, quizzes...) simulations and video lessons/experiments in the scientific, linguistic and literary fields.
- Coordination for the creation of **ebooks** and **liquid books** with multimedia equipment according to the technical indications provided by the developers.
- **Convert** and redesign objects in outdated formats (e.g. swf) into HTML and JS interactive videos and/or objects (Adobe Animate)

Motion designer

- Storyboard creation
- Design and creation of motion graphics videos.
- Design of book trailers and banner ads

Instructional designer

- Design of educational paths with editors and authors
- Presentation
- Organization and delivery of webinars (pre-live, live and post-live activities)

E-learning

- Coordination of a verification platform connected to ebooks
- Learning Object Creation (Moodle)

Web design / Graphic designer (websites/ebook)

- Design and implementation of company websites (wordpress)
- updating and graphic design
- Data analysis with Google Data

Supporti off-line (USB-DVD)

- Design and production of USB sticks and DVDs
- Design and creation of interactive DVDs for students

User Support and Sales Network

- Assistance and support to the commercial network and users on the use and access to different media (website, ebook, platforms and DVDs)

E-mail marketing/social media

- Scheduled dispatch of product campaigns and training campaigns.

Knowledge Language

- Italian: native speaker
- German: B1
- English: A2

Professional experience

Dal 01.04.2023

Digital design, Freelance, Coira (CH)

- Creation of digital products for publishing (videos, interactive objects, ebooks, planning...)
- Digital Drafting
- PowerPoint Presentation
- Email Marketing
- Management of e-learning and e-commerce platforms
- Database Management

01.01.2012-31.05.2023

Multimedia Office Manager, Principato Publishing House, Milan

Company Overview:

Scholastic Publishing House (lower and upper secondary schools), with a focus on Italian literature, geography, natural sciences, technology and techniques of graphic representation, law and economics and foreign languages (English, French, Spanish, German, literature, grammar, certifications, short stories in foreign languages).

Responsibility - Production digitale

- Responsible for coordinating communication between different departments and external partners and professional collaboration with other departments.
- Design, coordination and production of ebooks.
- Design and coordination for the creation of **digital content** (videos, video lessons, simulations, **interactive** text analysis, artistic analysis, expandable maps...) for the course e-books.
- **Digital Drafting**
- Design, coordination and production of Apps (*libRArsi* and *inMusica* available on Apple Store and Play Store)
- Offline Media **Creation** for Teachers and Students (Interactive DVDs)
- PowerPoint presentations (or similar)

Accountability - Digital Marketing

- Communication between different departments and external partners.
- Design and production of **commercial book trailers**
- **Website management** (www.principato.it - www.cetem.it)
- **Mailmarketing**
- SocialMedia
- **Webinars:** coordination for the production of professional webinars, from pre-webinar activities (content selection, preparation of presentations, sending landing pages to users, organization of live broadcasts...) to live activities (user management) and post-webinar (sending certificates, video production station...).

January 17-18: Join the *WebinarPro Bootcamp* to use the *GoToWebinar platform* to create professional webinars

- PowerPoint presentations (or similar)

Assistance

- Support to **users** for accessing and using digital products, website and platforms
- Support to the **commercial network** for the access and use of digital products, the website and the platforms

01.02.2009-31.12.2011

Head of e-Learning – Multimedia, Le Libellule srl, Milan (IT)

- Development of compatible e-learning platforms and SCORM teaching tools
- Development of the new website for the G.Principato publishing house
- Interactive DVD Creation: Multi-Episode Video Story in Motion Graphics and Karaoke
- Interactive menus and videos, animations powered by Adobe Flash

01.02.2004-31.12.2009

Collaborator, Federico Motta Editore, Milan (IT)

- **2007-2009 Flash-Designer/Developer for the e-Learning platform *www.lelibellule.it***
 - Design and development of courses for multimedia teaching and new school publishing solutions (traditional text + Moodle e-learning platform).
 - Design and implementation of scorm-compatible Learning Objects (LOs) for a new e-learning platform for schools.
 - Conception and implementation of multimedia and interactive educational paths in collaboration with Mario Tozzi and Patrizio Roversi.
- **2004-2007**
Web Designer/Editor for the company website
 - Review of architecture and design exhibitions and events
 - Participation in fairs and vernissages
 - Creation of animated advertising banners
 - Update site content

07.05.2003-30.09.2003

Internship at the Municipality of Sesto San Giovanni, Milan (IT)

- Creation of a part of the portal of the Municipality of Sesto San Giovanni (MI) on brownfield areas, organized both at an information and communication level.
- Work completed regarding the realization of my degree thesis "TEMPORIS: Installations for a memory strategy".

Other experiences

2017

Project www.laverbenaesinolario.it

- Responsible for the planning and design of the site (association operating in the territory of the province of Lecco).
- Graphic design / website design with support for the insertion of content.

Progetto www.iomulo.com

2010

- Responsible for the planning/design of the main website of www.iomulo.com (website operating in the field of private lessons), supporting the commercial part in the creation/publication of banners made according to the client's wishes.
- Spin-off creation of tailor-made websites of the following websites for our clients. Original custom artwork that meets the required project specifications.
- Conception and implementation of site structures based on Adobe Creative Suite.
- Among the various websites created: www.ilpaesechenonce.it, www.springart.it, www.castagna.it, www.thaichi.com

Education

16/04/2004

Degree in Industrial Design (five-year degree - old system, prior to DM 105/99) obtained with full marks with the project: "TEMPORIS installations for a strategy of memory" supervisor: Giovanni Baule.

The project studies the possibility of using new technologies to pass on the historical memory of the city of Sesto San Giovanni (Mi) with installations and video installations inserted in the territory.

1998-2004

Corso di Laurea in Disegno Industriale, Facoltà di Architettura, Politecnico di Milano.

- Orientamenti frequentati: Design del Prodotto Industriale, Design d'Interni, Museologia, Comunicazione
- Laurea con il massimo dei voti con il progetto: "TEMPORIS Installazioni per una Strategia della Memoria"

1993 - 1998

- Studentessa presso il liceo scientifico A. Banfi di Vimercate (Mi)

Certifications

1995

- Licentiate in "Theory and Solfeggio" at the G. Verdi Conservatory in Milan and completion of the fourth year of piano studies at the Liceo Musicale V. Appiani in Monza (Mi)

Personal interests

- Piano and music theory lessons for school-age children
- Basic knowledge for the design and construction of small stained glass windows
- Knowledge of different painting techniques on different substrates: (wood, glass, fabric...)
- Photography