

GIOVANNA MORAGLIA

Digital Design



Contacts

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Digital Skill

Advanced level:

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

Skills

Digital Designer with experience in the design and production of digital and visual content, including presentations, infographics, videos, motion graphics and interactive objects. Accustomed to transforming complex information and content into clear and effective communication, collaborating with multidisciplinary teams. Consolidated skills in Adobe Creative Suite, PowerPoint, web and digital publishing, with solid skills in design management, digital communication and media design. Excellent collaboration skills, flexibility and problem solving.

Visual & Graphic Design

- Design of graphic layouts, digital materials and visual content
- Presentation
- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Advanced PowerPoint (and other presentation tools)

Multimedia & Video Production

- Video, motion graphics and book trailers
- Storyboarding and video production (Adobe Premiere, Photoshop, Illustrator, Animate)
- Creation of interactive multimedia content: maps, timelines, quizzes, galleries

Digital Content & Interactive Design

- Coordination and production of ebooks and interactive digital content
- Development of digital objects and multimedia simulations
- HTML5, CSS e JS
- Converting and updating content from outdated formats

Web & Digital Communication

- Website management (WordPress) and content update
- Email marketing and database management
- Social media management
- Production of marketing materials and digital communication

Project Coordination & Teamwork

- Design of educational paths in collaboration with authors and editors
Collaboration with multidisciplinary teams (authors, editors, developers, external suppliers)
- Autonomous management of digital and multimedia projects
- Organization of webinars and professional presentations

Knowledge

Linguistics

1. Italian: native speaker

- German: B1
- English: A2

Professional experience

06.2023 - today

Digital design, Freelance, Coira (CH)

- Creation of digital products for publishing and communication (videos, interactive objects, ebooks)
- Design and implementation of PowerPoint presentations and visual summaries of content
- Digital Drafting & Marketing Materials
- Email Marketing
- Email marketing and management of e-commerce/e-learning platforms
- Database management and reporting

01.2012-05.2023

Multimedia Office Manager, Principato Publishing House, Milan

Digital Manufacturing

- Coordination of communication between internal departments and external partners
- Design, coordination and production of **ebooks** and **multimedia content**
- Creation of **presentations**, infographics and digital communication materials.
- App production (*libRArsi* and *inMusica* available on Apple Store and Play Store)
- Offline Media **Creation** for Teachers and Students (Interactive DVDs)

Digital Marketing

- Management of **corporate websites, social media and email marketing**
- Design and production of **book trailers** and **promotional materials**
- Webinar coordination : pre-live, live and post-live activities

Support

- Support to users and the commercial network for the use of digital products and platforms

02.2004-12.2011

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

- Flash Designer and e-learning developer: multimedia course design and SCORM Learning Object
- Web Designer / Editor: site management, animated banners, coverage of architecture and design events

05.2003-09.2003

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

- Creation of content for municipal portal on brownfield sites
- Activity related to the 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.

Project *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

Training

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

Degree Course in Industrial Design, Faculty of Architecture, Politecnico di Milano.

- Specializations attended: Industrial Product Design, Interior Design, Museology, Communication
- Graduated with honors with the project: "TEMPORIS Installations for a Memory Strategy"

1993 - 1998

- Student at the A. Banfi scientific high school in Vimercate (Mi)

Complementary training

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)

Interessi personali

- 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