



LAURA CASELLA

GRAPHIC AND WEB DESIGNER

GRAFICA.LAURACASELLA.COM

I'm Laura Casella, a dynamic, responsible, reliable and hard working professional, with wide experience in the Publishing and Media sectors. Naturally self-motivated and resourceful, I thrive under pressure whether working on my own initiative or as part of a team. I'm bilingual in Italian and English with experience in teaching English.

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EDUCATION

MA Children's Book Illustration 2015 -2017 Anglia Ruskin University, Cambridge

Supported by a team of internationally-recognised illustrators to develop my own, personal visual vocabulary.

Animation 2012 - 2013 City Lit, London

Developed skills in a range of contemporary techniques including stopmotion and digital animation.

Multimedia Design 1998 - 1999 Hackney College, London

Gained a solid understanding of effective modern design through exposure to typography animation, motion graphics and video. Using this I learnt to use design software and technologies effectively to create engaging multimedia products.

BA Illustration 1990 - 1994 European Institute of Design, Rome

Developed my concepts and visual language through a series of projects. Explored traditional illustration methods and used in children's illustration, scientific illustration, cartoon work and animation working in the fields of traditional publishing to the world of advertising.

LANGUAGES



SKILLS

PROFESSIONAL

- Photoshop ●●●●●
- Illustrator ●●●●●
- InDesign ●●●●●
- HTML/CSS ●●●●○
- Wordpress ●●●●●
- Flash ●●●●○
- After Effect ●●●○○

PERSONAL

- Team Player ●●●●●
- UX/UI ●●●●○
- Eye For Detail ●●●●●
- Creativity ●●●●●
- Animation ●●●●●
- Layouts ●●●●●
- Typography ●●●○○

WORK HISTORY

2021-2022

Web and Graphic Designer

Ellington Club. Night club. Roma

- Built the website from using Wordpress. (Elementor editor e eventi plus, prenotazioni, contact form, woo-commerce plugins).
 - Set up e-commerce for selling tickets.
 - Set up mailchimp subscription form and newsletter.
 - Created email for all employees.
- <http://www.ellingtonclubroma.com>

2019 -2021

Web and Graphic Designer

Angelica Giambelluca. Writer and Journalist.

- Design logo and brand identity.
 - Build the website from concept to online publishing using Wordpress.
- <https://www.angelicagiambelluca.com/>

Ottica Panzironi. An Optician Shop. Roma.

- Build the website from concept to online publishing using Wordpress.
- <https://www.otticapanzironi.it/>

Pittafiori. A floral shop and creative floral workshop. Roma.

- Build the website from concept to online publishing using Wordpress.
 - Set up e-commerce section using woo-commerce.
 - Configure shop online with their social media.
 - Set up mailchimp newsletter.
- <http://www.pittafiori.it>

2020

Logo Designer

Fantacinema. Sci-Fi museum. Genoa

- Create logo from initial idea to final design.
 - Design flyers and poster for their promotional campaign.
- <http://www.museointernazionaleledelcinema.it/>

2017 -2019

English Teacher

John Peter Sloan. English School. Roma

- Courses and seminars for adults and children.

2017 - 2018

Children's Book Illustrator

StarfishBay Publishing, NZ. Children's book publisher

- Author and Illustrator book " The Croc Who Rocked", created in Digital Collage.
- starfishbaypublishing.co.uk/portfolio-item/the-croc-who-rocked

July 2016

Illustrator and Graphic Designer

Molto Groovy Production. Record label. USA

- Design Molto Groovy Production's logo.
 - Design LP product and cover illustration from layout to print files.
- <http://moltogroovy.com/christmass.html#listen>

2007 - 2017

Graphic and Web Designer

Vivien of Holloway. Independent Fashion Label. London

- Effective promotion of brand identity through print adverts (Vogue, Glamour, Cosmopolitan), promotional flyers, brochures.
 - Create promotional banners.
 - Design and send monthly e-newsletter using Constant Contact.
 - Design and production of product catalogue layout to print files.
 - Direct and maintain company website by updating products and contents.
 - Set up Google AdWords and Google Analytics for optimization.
 - Build Facebook Campaigns.
- <http://www.vivienofholloway.com>