



# 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

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>

**City school.** English School. Roma.

- Update the existing website creating a new layout and graphic contents.
- <http://www.cityschool.biz>

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](http://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>