



LAURA CASELLA

GRAPHIC AND WEB DESIGNER

GRAFICA.LAURACASELLA.COM

I am a dynamic, responsible, and hardworking person with extensive experience in the fields of graphics, new media, and marketing. Determined and resourceful, I am productive under pressure both working independently and as part of a team. I am bilingual in Italian and English with experience in teaching English.

Email: info@lauracasella.com

Mobile: +39 377 4914126

Portfolio: grafica.lauracasella.com

FORMAZIONE

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

Mentored by an internationally renowned team of illustrators to develop my personal visual vocabulary.

Animation 2012 - 2013 City Lit, London

Developed a series of contemporary techniques including stop-motion and digital animation.

Multimedia Design 1998 - 1999 Hackney College, London

Acquired a solid, effective understanding of modern design through animation, typography, motion graphics, and video. Learned to effectively use design software and technologies 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 in the fields of children's and scientific illustration, animation, traditional publishing, and the advertising world.

CONOSCENZA DI LINGUE

Italian native English 100%

CAPACITÀ

PROFESSIONALI

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

PERSONALI

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

ESPERIENZE DI LAVORO

2022 - present

Project Manager and Digital Creator

Gruppo Ingegneria SRL Societa' Benefit. Bologna - Area Digitale

Complete management of the client portfolio, from the initial commercial agreement to the technical and creative execution of projects. Specialized in brand identity, web development (WordPress/Payload), and e-commerce. Managed the entire online presence of the brand, developing the visual layout, producing multimedia content, and integrating SEO strategies, social media marketing, and digital reputation management.

Brand Identity: Designed visual identity for clients, including logo creation and drafting Brand Guidelines.

Video Editing and Production: Video editing and post-production using Adobe Premiere Pro, optimized for social campaigns and web platforms.

Content Creation: Ideated and developed multimedia content and visual materials to strengthen brand presence on social channels.

Corporate Identity Offline: Graphic design of materials for printed communication, including business cards, brochures, and promotional materials.

Web Design: Curated the visual impact and user interface (UI) of WordPress sites, focusing on usability and user navigation experience.

<http://www.gruppoingegneria.it>

2022

Graphic Designer Freelancer

Chiara Roilo Studio. Studio di consulenza

- Creazione di loghi per clienti B2B come Italian Converter e DansiFruit.
- Realizzazione di presentazioni di nuovi progetti grafici (moodboard).
- Creazioni post social e newsletter per il cliente DariaPetrilli

<http://www.chiararoilostudio.it>

2019 -2021

Web/ Graphic Designer

Angelica Giambelluca. Giornalista.

- Ideato e realizzato logo e brand identity.
- Realizzazione del sito web usando Wordpress.

<https://www.angelicagiambelluca.com/>

Ottica Panzironi. Negozio di ottica. Roma.

- Creazione del sito web dall'idea alla realizzazione usando Wordpress.

<https://www.otticapanzironi.it/>

2020

Logo Design

Fantacinema. Sci-Fi museum. Genova

- Creazione del logo dall'idea alla realizzazione finale in Illustrator.
- Impaginazione di volantini e poster per le loro promozioni offline.

<http://www.museointernazionaleledelcinema.it/>

2017 -2019

English Teacher

John Peter Sloan. English School. Roma

- Corsi d'inglese e seminari per adulti e bambini

2007 - 2017

Graphic / Web Designer

Vivien of Holloway. Independent Fashion Label. London

- Promozione efficace dell'identità del marchio attraverso annunci pubblicitari, volantini promozionali, brochure, banner promozionali.
- Progettazione e impaginazione del catalogo aziendale
- Creazione delle newsletter aziendale utilizzando Constant Contact.
- Gestione del sito e-commerce aziendale aggiornando prodotti e contenuti.
- Configurazione di Google AdWords e Google Analytics per l'ottimizzazione.
- Creazione di campagne su Facebook.

<http://www.vivienofholloway.com>