

Curriculum Vitae

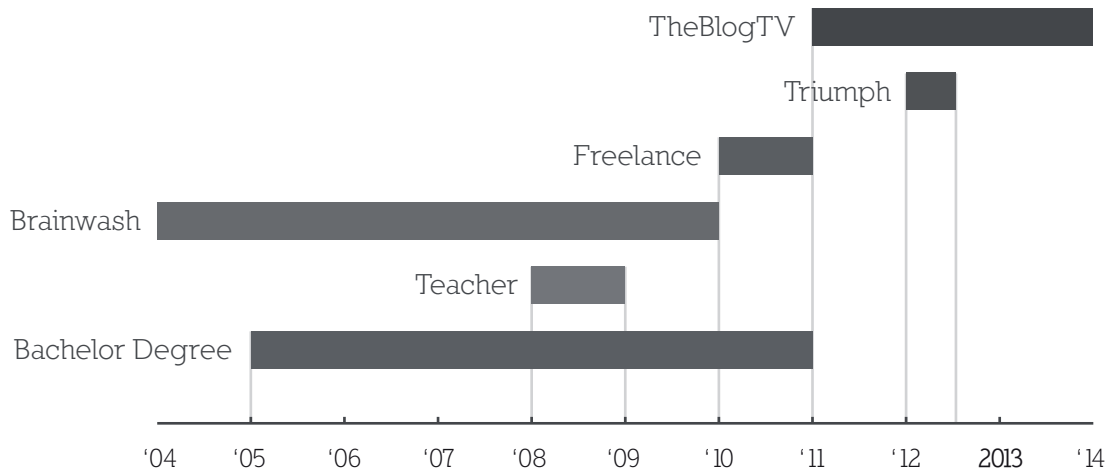


PERSONAL INFORMATION

FIRST NAME AND LAST NAME | Davide Picistrelli
PLACE AND DATE OF BIRTH | Rome, December the 21st, 1983
ADDRESS | 20, p.zza M. B. Bulgarelli - 00139 Rome, Italy
NATIONALITY | Italian
CURRENT EMPLOYMENT | Art Director
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TIMELINE

2004 TO 2014



EDUCATION

2011 - Bachelor Degree in Graphic and Multimedia Design, La Sapienza, Valle Giulia, 110/110 with honours.

2002 TO 2005 - Student @ Electronic & Computer Engineering, in Tor Vergata. Left because didn't satisfy my creative ambitions.

1997 TO 2002 - High School Diploma in a Scientific secondary school, Amedeo Avogadro, Rome.



PROFESSIONAL EXPERIENCES

2011 FEB TO PRESENT, **TheBlogTV S.p.A.** - **Art Director** - Working as Art for the most important Italian company in the social media has allowed me to improve my skills in the digital, combining the principles of classic design with the constant updating of technologies and user experience innovations.

The designs required by the largest international companies can vary from pixel-precise rigor of a branded community, to the creativity of the minisite for a viral campaign.

2012 JAN TO 2012 MAY, **Triumph Group Co.** - **Art Director** - I started as a member of a new business unit, working to support the proposals for corporate events, realizing the event identity and the necessary material for the presentation and the running event.

I also supported the work outside my unit, overseeing and improving the proposals of other units and realizing the identity of certain events, from the proposal to the on site set up.

2010 MAR TO 2011 MAR, **Freelance** - Thanks to my expertise, I've been able to gain my own clients portfolio, so in March 2010 I've started my new career as freelance: this gave me more time to study for my Bachelor (wasn't easy when working 12h per day!) and more free time to spend for collateral low budget projects as photo shootings, short movies and the creation of a targeted web community (later become my final thesis).

2008 TO 2009, **Graphic Design Teacher** - While working @ Brainwash Visual Communications, I noticed that my University course lacked in technical formation for students: focused on knowledge, was leaving behind the technical and practical aspects of the designer's job.

Therefore I created some low-cost courses of Adobe Flash, Adobe Illustrator and 3D Studio Max for students.

After two whole courses of great satisfactions, I was forced to stop due to lack of time for increasing work.

2004 TO 2010, **Brainwash Visual Communications** - **Art Director**

In my six years at this studio I've worked on almost a hundred of projects, for any kind of client from small businesses to multinational companies, deepening every step of the design process, from the kick-off meeting with clients to the on-air.



MAIN CLIENTS

Agenzia Spaziale Italiana, Anas, Ansa, Autostrade per l'Italia, Breil, Bulgari, Compass, Eni, Friskies, Illy, IP, Jeep, Lipton, Ministero della Salute, Ministero dello Sviluppo Economico, MSC Crociere, Nokia, Peugeot, Pirelli, Purina, Seat, Sky, Sony, Telecom Italia, Uliveto, Unicredit, Vichy, Wind.

LANGUAGE SKILLS

Italian mother tongue.

Fluent in English, written and spoken.

COMPUTER SKILLS

OSs - Microsoft Windows, Ubuntu (linux), familiar with Apple OSs.

SOFTWARES - Microsoft Office. I can use the whole Adobe Creative Suite, and I'm specifically confident with Photoshop, Illustrator, InDesign, Flash, LightRoom.

I also use a variety of other softwares with different levels of confidence (Premiere, Aftereffects, Inkscape, The Gimp, Corel Painter, Bryce, ArchiCAD, Artlantis) or tools that helps productivity, depending on the project.

LANGUAGES - I'm familiar with Flash Actionscript and i can work with HTML, XML, PHP, etc. when needed for small integrations to my projects.

PERSONAL INTERESTS

I have a great passion for technology, from the latest software to the next gizmo.

I'm fond of Sci-Fi and Fantasy in all their adaptations, from classic books to RPGs, videogames and movies.

I love books and comics; reading is essential to enrich my culture and wonder.

I play football a lot, and I have practiced (and still practice some) at amateur level many sports like Tennis, Snowboarding, Swimming, Volley, Rugby, and Tai Chi Chuan.