



Lucia Olivieri

Senior Graphic Designer

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My work
luciaolivieri.com



"The more I want to get something done, the less I call it work." - Richard Bach, Author

Senior Graphic & Digital Designer with experience in advertisement in the fields of Marketing, eCommerce and Digital Media. My proven skills in visual communication in addition to my problem solving abilities, make me a creative and goal-oriented person. I am always supportive and efficient even if I am overloaded with work and I am constantly looking for improvements. The passion for details and all things beautiful is what inspires me.

Software Photoshop, Illustrator, InDesign, Dreamweaver | Excellent Knowledge
HTML+css, NP6 - Newsletter platform | Good Knowledge

EXPERIENCE

Oct '12 - Now

Senior Graphic & Digital Designer

TALLY WEIJL Trading AG - international fashion brand | Basel, Switzerland

- Responsible for creating visuals for eCommerce and digital channels
- Managing the layout of newsletter campaigns from graphics to HTML
- Creating advertisements in line with the corporate identity guidelines
- Designing artworks for instore communication in 800 stores worldwide
- In charge of lookbook layouts in 4 different languages and currencies
- Optimising and retouching pictures and packshots
- Developing HTML/Css for custom web pages
- Internal trainer of Adobe Photoshop

Achievements

- Eliminated costs of external agencies by developing and solving issues with HTML
- Improved the newsletter development process, allowing less mistakes and reducing by 70% the time of creation

Mar '12 - Aug '12

Graphic Designer

FUN Communication s.r.l. - communications and advertising agency | Rome, Italy

- Developed the visual identity of the Visionary Store: an innovative POS concept conceived for Mercedes-Benz
- Presented BTL advertising projects for companies such as Coca-cola, Fendi, Jaguar & MTV
- Delivered graphics for corporate events and advertising concepts for Renault, Johnson&Johnson & Corona from layout drafts to print production
- Created 3D Mock-Ups to visualise the presence of a Brand at international events and fairs

Feb '10 - Jul '10

Graphic Designer Intern

Visus Design s.r.l. - graphic design studio | Rome, Italy

- In charge of the publication of ENAC's Annual Report by gathering and transforming data of different nature into visually comprehensible infographs
- Developing brand identity material based on the client's given concept
- Processing and optimizing image database to create an interactive web catalogue that simulates personalised product versions

EDUCATION

Oct '10 - Jul '11

Exchange Student in **Visual Communication**

Kunsthochschule der Universität Kassel | Kassel, Germany

Oct '07 - Dec '11

Bachelor Degree in **Industrial Design and Editorial Graphics**

Università di Roma "La Sapienza" | Rome, Italy

Languages

Italian | **Mother Tongue**
English | Advanced Proficiency
Spanish | Intermediate Proficiency
German | Basic Proficiency