

resumé



Ciao! My name is Silvia Pochettino. I am a graphic / web designer. And I love what I do!

I specialise in the essential software for both web and print design – including the latest Adobe Creative Cloud applications.

In the last 10+ years I have created a variety of high-impact designs for digital and print media – in both the European and Australian advertising industries. My projects have included everything from presentations of multimedia products and catalogue layouts to complete website designs and even public relations projects.

I have also developed logos and graphics for multinational brands including, Citroën and Philips. And I now look forward to bringing my skills and passion to your projects.

Please feel free to review the details in my resumé and contact me to discuss your specific design requirements.

Silvia.



Silvia Pochettino

Graphic / Web Designer

silvia@silviapochettino.com

silviapochettino.com

résumé

PROFILE

Graphic/Web Designer with experience in all aspects of advertising, from concepts to development.

EDUCATION

Specialisation in Advanced Flash Macromedia software at Polytechnic School of Design SPD - Scuola Politecnica di Design SPD, 2001- 2002 (Milan, Italy).

Diploma in Graphic Publishing and Multimedia at Scuola Enfap Lombardia, 1999 - 2000 (Milan, Italy).

Advanced Vocational Diploma in Advertising and Graphics at Istituto Caterina da Siena, 1994 - 1998 (Milan, Italy).

FURTHER TRAINING

Web Designer Course at Newpeople Team, March - April 2010 (Milan, Italy)

Graphic Design Tafe Plus Program at Tafe NSW Enmore Design Centre, August - September 2008 (Sydney, NSW)

COMPUTER SKILLS

Main design software used:
Adobe Creative Cloud:
InDesign, Illustrator, Photoshop (graphic and web)
Dreamweaver (web)
CorelDraw Graphics Suite (graphic and web)
Other: Microsoft Office and Adobe Acrobat
Operating systems: Windows and Apple MacOS
Legacy: Fireworks, Director, Image Ready (multimedia)

OTHER SKILLS

Administrative and office skills developed at Tecton architect's studio (Milan, Italy).
Responsibilities: Customer service, communication and filing.

Current car driver's licence.

EMPLOYMENT

2003 – present

Various freelance design projects including:
Graphic design for *"Reimagining Children, Spaces and Relationships Exhibition"*, Federation Square 2019.
Stop motion animation created with the children in *The Early Years Learning Framework* to expand their knowledge of Technology.
Design / creation of *The Water Sanctuary* website.
Leaflet / logo for *Tarantole con la Valigia* (Tarantulas with the Suitcase)
Counselling / web design for *Regional Design Studio*.

June – July 2003

Freelance at Nadler, Larimer & Martinelli advertising agency (Milan, Italy).

Responsibilities:

– Graphic design of marketing material.

September – December 2002

Graphic designer at Ecco Pacific company (Sydney, NSW).

Responsibilities:

– Design and production of company's catalogues.

– Following up on suppliers.

More specifically:

– Organising pictures of company's new products, including image review and enhancement

– Review of technical data in previous catalogues while developing new catalogues

– Review and design of product logos

– Design and layout of catalogues, incorporating text, images and logos.



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design solutions



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EMPLOYMENT (cont.) **January – May 2002**

Marketing, Communications and Export Department at Vortice Elettrosociali SpA company in Tribiano (Milan, Italy).

Responsibilities:

- Service of customers and suppliers (Italy/UK/France)
- P.R. at exhibitions
- Design and presentation of multimedia products.

June – October 2001

Graphic designer at Euro RSCG Interactif company (Milan, Italy).

Responsibilities:

- Graphic design
- Designing and developing content for web pages.

Clients included: Citroën, Philips, Banca Intesa.

March 2000 – April 2001

Graphic designer at Sintetica company (Milan, Italy).

Responsibilities:

- Graphic design
- Development of web pages, CD-ROMs and animations
- Implementation of content in web pages
- Logo design
- P.R. during exhibitions.

April – November 1999

Graphic designer at Anyway advertising agency (Milan, Italy).

Responsibilities:

- Design of corporate identities
- Assisting with advertising campaigns.

February – April 1999

Collaboration with Cirm Institute (Milan, Italy) for the development of marketing research.

September – December 1998

Graphic designer at Univisual Graphic Design Consulting (Milan, Italy).

Responsibilities:

- Pagination
- Planning and brand designing
- Packaging
- P.R. during exhibitions.

LANGUAGES

English, Italian, French.

INTERESTS

Designing, travelling, sports, music.

REFEREES

Joanne Dowling

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Domenic Bartolo

Director GHO Sydney / Academic Staff Design Centre Enmore Sydney

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Wayne Hillhouse

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