



FRANCESCA BIANCA TOFFANETTI

Graphic and Interaction Designer

I am a passionate graphic designer with experience in UI and UX design, with an accademic background in Industrial Product Design. Combining strong teambuilding skills with creativity. Always looking for new business growth opportunities. I am very much into working in multicultural teams and fascinated by creating digital products based on deep research.

CONTACTS

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 /francesca-bianca-toffanetti

 www.fbtdesign.com

SKILLS

TECHNICAL

Design: Design Thinking, User Experience Design, Interaction Design, Storytelling, Advertising, Videomaking, Graphics

Digital Marketing: Email Marketing

TOOLS

UX / UI Design: Figma, Adobe XD, Illustrator, Indesign, Photoshop, Sketch, Invision

Videomaking and Rendering: Blender, Keyshot, Adobe after Effects, Premiere, Adobe Animate

Product Design: Solidwork, Inventor, Autocad, Alias

CERTIFICATIONS

IELTS Certificate at British Council

LANGUAGES

Italian

English

WORKING EXPERIENCES

Graphic and Brand Designer

AXA Italia | [10/2020](#) - [currently in progress](#)

Creation of BTL materials, graphic layout development, brand identity aspects and management, video and gif editing, copywriting, creation of html for DEM and newsletters.

Graphic Designer and Marcom support EU

Morgan Advanced Materials | [10/2019](#) - [04/2020](#)

Development of video for new product launches, graphic layout development for technical catalogues, updating of communication materials - on social and Sharepoint. Coordination of the line of giveaways and samples, creation of graphic layouts for packaging and stand graphics for trade fairs in the EU.

Product Designer

Leroy Merlin | [04/2017](#) - [10/2017](#)

Creation of product library, product catalogue update in Autocad, creation of new elements with Sketchup and Visio, creation of assemblies from basic elements to facilitate the creation of standard sections, modification of planimetries.

Graphic Designer

Design Innovation srl | [05/2014](#) - [07/2014](#)

Research and in-depth training internship, centered on the analysis of office furniture trends and on the creation of moodboards and catalogs.

ACCADEMIC EXPERIENCES

Master in UI Design

Talent Garden Innovation School | [2021](#) - [2021](#)

Master's Degree in Design and Engineering

Politecnico di Milano | [10/2017](#) - [10/2019](#)

Bachelor's Degree in Product Design

Politecnico di Milano | [10/2013](#) - [02/2017](#)

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