



LETIZIA PICUNO

Portfolio:

www.letiziapicuno.com

e. info@letiziapicuno.com

t. (+39) 335 804 5292



COMPUTER SKILLS

Adobe Creative suite:

Photoshop
Illustrator
InDesign
After Effects
Premiere

Email Marketing

Platform:
Mailchimp

Others:

Canva
Wix

LANGUAGES

Italian:

Mother tongue

English:

Professional

SUMMARY

I am Letizia Picuno, a professional graphic designer with a passion for brand identity and marketing design, proficient in motion graphics, UI/UX, and digital illustration. Based in Rome, I have spent the past few years working remotely, collaborating with both Italian and international brands.

My design philosophy revolves around the harmony between aesthetics and functionality. I create modern designs that not only catch the eye but are also effective in achieving predefined goals. I am motivated to continue developing my professional skills by consistently tackling new creative challenges.

LEADERSHIP SKILLS

Lead Designer at Mindcure in 2021-2022, responsible for the company's visuals and brand identity through social media and creative assets, collaborating with the marketing team.

Visual communication responsible for Gamax srl in 2015-2016, in team with the marketing manager, finding advertising and communication solutions to valorize the brand.

WORK EXPERIENCE

- **June 2019 - Today**
Freelance graphic designer
Working with various clients, agencies and startups with a focus on brand, logo design, UI/UX and motion graphics.
- **September 2016 - Today**
Editorial graphic designer and illustrator - Di Vita Studio (Italy)
Editorial Design for Puzzle magazines and kids' books intended for printing. Clients: Franco Cosimo Panini, Giunti, Rainbow, Lisciani, and others.
- **December 2020 - March 2022**
Lead Designer - MINDCURE Health (Canada)
Developing the brand identity, working with the marketing team to valorize the visual communication and design.
Supported the team with deck designs, logos, social media graphics, web design assets, amazon image listings and motion graphics.
- **March 2020 - December 2020**
Graphic designer - WNDYR (USA)
Creation of Infographics, social media post design, presentations, and motion graphics.
- **February 2018 - March 2020**
Graphic designer - Britzgo inc. (Canada)
Refreshing the brand identity, designing new packaging, amazon image listings and promoting the product through new social media designs, motion graphic videos, and newsletters.



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- **July 2013 - December 2020**
Freelance Graphic designer - *My brand srl (Italy)*
Brochure and flyers design, brand identities, newsletters, and presentation decks. Clients: Monina Corporate Sailing, Fisascat, CISL
- **January 2014 - March 2016**
Graphic designer/Art Director - *Gamax srl (Italy)*
Responsible for the company's look and design. Developing the brand identity, designing print assets, website and e-commerce images, newsletters, social media graphics, and motion graphics videos.
- **2013 - 2015**
Drawing teacher - *Edizioni BD (Italy)*
Teaching how to draw "My Little Pony" characters to kids during workshops in comic exhibitions in Italy.
- **September - December 2013**
Graphic designer - *Ikode srl (Italy)*
Supported the team with images for websites.

EDUCATION

- **2010 - 2013**
Academic degree and Master: Art director
AANT (Academy of arts and new technologies), Rome (IT)
- **2005 - 2010**
High school graduation: Graphic design
IPS Stendhal, Rome (IT)

Work placements

- **June 2010**
Graphic designer - *Miligraf typography*
Designed business cards, flyers, brochures. I followed the process that goes from design to professional printing.
- **February 2009**
Graphic designer - *Clodia Copy Service*
Designed business cards, flyers, books, for multiple clients, learning the best practices to design for printing.

Workshops and Seminars

- **December 2018** - *Creative Proshow conference*
- **June 2017** - *Maurizio Pagnozzi: Brand design tour*
- **October 2015** - *CreativeProShow Conf IX 2015*
- **September 2015** - *Tomas Muller: Compositing and digital imaging*
- **April 2015** - *Max Narciso: Composition*
- **March 2015** - *Nathan Fowkes: How to create worlds*
- **May 2013** - *Your Inspiration Web: Web Designer Freelance*