

MELISSA TROJANI

Digital Art Director, Graphic & Web Designer

Born in Milano, 9th May 1982

Lives in Monza - Italy

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SUMMARY

I took a degree in Philosophy in Milan, and my first approach to digital communication was in 2004 while I was attending a Specialistic Degree (the Italian equivalent of a 2 years MA) in Communication and Information Society in Turin.

In 2005 I started working as Web Designer in the field of New and MultiMedia Research, collaborating with Politecnico of Milano and University of Torino, among the others.

In 2008 I moved back to Milan and I met Digital Advertising entering as Digital Art Director in Tribal DDB (just DDB now). At the same time I have been developing personal projects as free-lance graphic and web designer.

In 2010 I was the Art Director who represented Italy at the Cyber Young Lions Competition during the week of advertising in Cannes.

SPECIALTIES

Creative thinking, Concept generation, Strategy Visual design, Graphic design, Art Direction, Typography, Photography, Photo editing, Web Design, Motion Graphic, Info Architecture, Human-Machine Interaction, Usability, GUI, Sociology, Semiotics, Esthetics.

AREAS OF EXPERIENCE

Websites, online advertising, Social Media Strategies, Direct Mailing, Visual brand identity, Mobile Apps.

WORK EXPERIENCE

› DIGITAL ART DIRECTOR at DDB Milano.

October 2008 - Present.

<http://www.ddb.com/>

Field: Online Advertising

Description: Visual design and graphic development of online products (websites, standard and reach banners, direct e-mails); concept design of strategies and activities on the social media.

Clients: Volkswagen, Nescafé Italia, PosteMobile, Diesel, Ca' del Bosco, Love Therapy by Fiorucci.

› WEB DESIGNER at Università degli Studi di Torino & Torino Piemonte Internet Exchange.

February - October 2007.

<http://www.unito.it/>

<http://www.top-ix.org/>

Field: New Media Research

Description: Concept and visual design, graphic development and communication strategy of web applications based on the WEB 2.0 philosophy.

› WEB DEVELOPER at CreaLabs NSC Torino.

October - November 2006.

<http://www.crealabs.it/>

Field: Innovation Technology

Description: Websites development using XHTML+CSS+PHP+MySQL.

Clients: La Fenice - EDF Group (Energy solutions).

› WEB DEVELOPER at Virtual Reality and MultiMedia Park Torino & Politecnico di Milano.

May - September 2006.

<http://www.vrmmp.it/>

<http://www.polimi.it/>

Field: New Media Research

Description: Websites development using XHTML+CSS+PHP+MySQL.

Clients: Virtualis Project (Virtual Reality and Human Factors Applications for Improving Safety - the largest European Research Project in Industrial Safety within EU's Sixth Framework Programme).

› WEB DESIGNER (internship) at Eurix s.r.l. Torino.

September 2005 - January 2006.

<http://www.eurixgroup.com/>

Field: Multimedia Research and Innovation Technology

Description: Graphic design and development of the projects group websites.

EDUCATION

› MA in Communication and Information Society.

Università degli Studi di Torino - 2005/2008

Grade: 108/110

Subjects: Basic Informatics and Economics; Communication; Advertising; Sociology; Web Design; Human-Machine Interaction.

› BA in Philosophy.

Università degli Studi di Milano - 2001/2004

Grade: 107/110

Subjects: Theoretics, Philosophy of Science, Esthetics, Communication.

› HIGH SCHOOL LEVEL QUALIFICATION in Sciences.

Liceo scientifico De Amicis, Milano - 1996/2001

Grade: 99/100

FOREIGN LANGUAGES

› ENGLISH fluent

› SPANISH fluent

SKILLS

› SOFTWARE: Adobe Photoshop - excellent
Adobe Flash
- timeline motion graphic: excellent
- programming: basic AS2

Adobe Lightroom - excellent
Adobe Illustrator - very good
Adobe InDesign - very good
Adobe After Effects - basic
Adobe Dreamweaver - excellent

› LANGUAGES: XHTML - CSS2 - PHP5