



## MARA SCALIA

GRAPHIC DESIGNER  
ILLUSTRATOR  
ART DIRECTOR

### INFO

Date of birth: 10/01/1990  
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### EXPERIENCE

September 2015 - Present

#### FREELANCE GRAPHIC DESIGNER & ART DIRECTOR

Development of projects for Gucci and in collaboration with agencies such as MACSIOTTI, WeSayHi, AdType, B&P Design For brands like Paris Texas, Morphine, Arena, Chiara Ferragni, Max&Co, Furla, Tod's and many other luxury goods brands. Communication for Fashion Film Festival Milano since 2016. Projects and communication for DF NETWORK.

June 2016 - December 2018

#### IED MILANO, MILAN - GRAPHIC DESIGNER

Management of communication for the Institute's events and initiatives. Coordination and development of projects and advertising campaigns in collaboration with students and external companies.

September 2015 - May 2016

#### DF NETWORK, LUGANO - GRAPHIC DESIGNER

Concept and realisation of the new identity for an architecture studio based in Lugano and London. Management of the graphics for all of the studio's projects. Visuals for competitions and presentations.

January 2014 - August 2015

#### MACSIOTTI, MILAN - GRAPHIC DESIGNER

Brand and corporate identity, advertising and catalogues layouts, editorials, and events communication within the context of a creative agency whose clients include Etro, N°21, Jil Sander, Sportmax, Sportmax Code, Tod's, Trussardi, Liu Jo, Sisley, Marella, Zagliani.

January - July 2013

#### B&P DESIGN, MILAN - GRAPHIC DESIGNER

Branding, corporate communication and related adaptations, corporate publishing, and realisation of institutional videos.

June - December 2012

#### IED CENTRO RICERCA, MILAN - INTERN

Communication related to IED events and courses. Creation of the masters student's yearbook and visual identity for graduation ceremonies. Experience in modeling laboratories working with unconventional materials in order to create graphic projects.

February - May 2012

#### ARMANDO CURCIO EDITORE, ROME - ILLUSTRATOR

Concept and illustrations for the limited edition book series published on the occasion of the 150<sup>th</sup> anniversary of the birth of renowned Italian writer Emilio Salgari.

### ABOUT ME

32 years old, I'm mostly based in Milan and have 10 years of experience in visual communication, mostly in the luxury goods sector. I gained skills in different fields, both participating in large group projects and working independently. I enjoy every step of the creative process - from understanding each client's needs to putting the finishing touches on the tiniest details.

### SERVICES

- Logo design and corporate identity.
- Luxury packaging and gift design.
- Any kind of layouts, from lookbooks to catalogues and limited edition books and studies of paper converting.
- TTL, BTL and ADL advertising, from concept presentation to executive files, special formats and adaptations.
- Events communication: from naming to invites, promotion, programmes, set ups.
- Website layout and set up, social media communication.
- Researching and dealing with suppliers, requesting quotations and samples, quality-checking.

### SKILLS

Organised and precise in managing work flow autonomously even under periods of high work load, acquired due to regularly working under tight deadlines. Thorough research skills, openness and clarity when communicating with others.

Adobe InDesign	
Adobe Illustrator	
Adobe Photoshop	
Adobe After Effects	
Microsoft Word	
Microsoft PowerPoint	
Apple Keynote	
Wordpress	

### EDUCATION

- Master in Graphic Design, 2011 - 2012, IED Milano.
- Bachelor of Illustration and Animation, 2008 - 2011, IED Roma.

### LANGUAGES

- Italian: mother tongue.
- English: complete knowledge (C1 level).

### SOMETHING MORE

Deeply in love with my cat. I mean it, don't bring the subject up unless you're ready for thousands of hours of pics and vids. I'm a huge fan of tattoos, and I read A LOT, especially about Japanese art and culture. I'm undoubtedly a "weird" person, I like aligning any kind of stuff especially when I'm nervous, I also like fixing things and creating things, mostly with wood. I love learning new things and I'm extremely curious; I also have a passion for erotic art and photography. Patience is not my strong point, especially when I have to do the same thing over and over again, but I'm slowly trying to accept entropy in my life. Incredibly stubborn.