



Valeria Ruggiero

Web & Graphic Designer



Contacts

Guarda i miei lavori ;)

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+39 320 0784886

Education and Training

2003-2008

High School Diploma in:
Graphic Design

Liceo Artistico Statale "G. De Nittis"
Via Timavo 25, Bari

Specialized Diplomas in

2008-2009

Advertising Graphic Designer

2009-2010

Visual Designer

2010-2011

Web and Multimedia Designer

AANT - Accademia delle Arti
e Nuove Tecnologie
Piazza della Rovere 107, Roma

2015

Seminar

Using WordPress as
a Professional Tool

Your Inspiration
Roma



Creativity

Strong **creative abilities** acquired through **artistic studies** and a personal **passion** for **art** and **music**.

Teamwork

Excellent **teamwork skills** developed through experience **working in teams** and a personal preference for collaborative work environments.

Communication

Good **communication skills** developed through client presentations and previous work experience involving direct contact with the public.

Project Management

Excellent organizational skills developed over years of work experience. Strong experience in project and team management, initially gained in an academic setting and later strengthened through years of work.

Technical Skills

Advanced computer skills (Mac and PC). Expert in Editorial Graphics, Web Design, and Multimedia software: Adobe Photoshop, Illustrator, InDesign, XD, Dreamweaver, Premiere, After Effects, Figma. Strong knowledge of HTML and CSS, and WordPress. Experience with Bootstrap, PHP, jQuery, and JavaScript. Use of email marketing software: Mailchimp and Brevo. Excellent knowledge of Microsoft Office and PowerPoint.



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Work Experience

2009

Grafico

Collaboration on the production of the book "**Nicolò dell'Arca e il San Domenico Ritrovato**" by Vittorio Sgarbi.

Giuseppe Barile Edizioni
Bari - Italy

2013 April - October

Graphic Designer

Creation of **advertising campaigns, logo design, brand identity, DM, banner and DEM.** Teamwork.

Walk In, **agenzia di comunicazione pubblicitaria**
Via di Sant'Elena 29, Roma - Italy

2015

Graphic & Web Designer

Packaging design, **advertising campaigns, logo design and brand identity, website development.** Teamwork.

SwitchOn Media, **agenzia di comunicazione**
Via Sparano, Bari - Italy

2016 - 2021 Jan. - Dec.

Web & Graphic Designer, UI/UX Designer

Freelance

I have overseen the communication for shops, companies, agencies, individuals, institutions and associations, taking care of their brand image. My work includes the **creation of websites, landing pages, logos, corporate identities, app design, advertising campaigns, brochures, catalogs, trade show materials,** and consulting on the most effective communication strategies for each business.

2012 February - December

Junior Web Designer

Graphics design for online promotional campaigns related to the mobile entertainment industry. Design of **banners, landing pages, websites;** competitor analysis and market research. Teamwork.

Neomobile S.p.a., **mobile commerce company**
Viale Pasteur 78, Roma - Italy

2013 November - 2014 June

Web Designer

Creation of **graphic layouts for websites, HTML and CSS coding.** Research and development of new web components for cutting-edge sites. **Logo design and infographics.** Teamwork.

eNet Group, **web agency**
Via Nomentana 925, Roma - Italy

2020 Jan. - 2021 - Dec. [part-time]

Senior Web Designer & Communication Specialist

Planning of **corporate communication strategies,** website management and content creation, management of Analytics and Google Ads, creation of email campaigns (DEM) and management of customer mailing lists, **corporate graphic design** for product promotion, graphics for **social media.**

LEDCO, **illuminazione LED**
Via Nicola Ruffo, Bari - Italy

2022 Jan. - Present

Senior Web & Graphic Designer

Creation of **corporate graphics for product promotion** and brand loyalty enhancement. Design of **communication materials for trade fairs, website and app design** and maintenance, Analytics management, **DEM creation** and mailing list management, **custom graphics for social media campaigns.** Teamwork.

COMBIVOX Srl, **sicurezza e domotica**
Z.Ind. Acquaviva delle Fonti (BA) - Italy

MY ARTS



Graduated in **Modern Singing and Music Techniques** at "**Il Pentagramma**" School in Bari, I later continued my musical studies at "**Centro Ottava**" in Rome. Passionate about music and singing, I continue to cultivate and explore my artistic journey to this day.



Interest in **photography,** with a six-month photography course under my belt. I love traveling and capturing my emotions through the lens, creating visual stories with every shot.



Strong artistic and creative sensibility in the field of visual arts (graphic design, painting, sculpture, mixed media techniques). I have a deep passion for art, enjoy visiting exhibitions, and letting myself be inspired and influenced by different artistic expressions.



Passionate about sculpture since high school, I later attended a one-year sculpture course. I continue to create small sculptures in my free time, further exploring my artistic expression.