

IMMEDIATE
AVAILABILITY

ANDREINA RUSSO

CORPORATE ID. DESIGNER & MARKETING SPECIALIST Jr.



INFO.

Clos du Village, 5
2028 **Vaumarcus (CH)**
Born: 03.07.1993 - Battipaglia (SA) - Italy
Citizenship: Italian-French

CONTACT.

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LANGUAGES.



PERMITS.

Work Permit: Swiss B-Permit
Driving License: B - Own car

SCAN HERE.



PORTFOLIO



ABOUT ME



REFERENCES

ABOUT ME.

In 2016 I graduated with honours with a **Bachelor of Art in Industrial Design and Visual Communication** (equivalence by Suisse Universities in December 2021: Bachelor Degree - Haute École Suisse).

In recent years I have took part in **Web Design, Ux/UI Design and Digital Strategist workshops** in Italy.

Being passionate about Marketing trends, I'm studying "**MARKETING SPECIALIST**" at the BFB in Biel/Bienne in order to obtain the Federal Diploma. I will finish this training next year.

In order to improve my English Knowledge I'm following an **English Course - Level B2** at Interlangues in Neuchâtel.

WORK EXPERIENCES.

2015

UX/UI DESIGNER DIGITAL CREATOR

Development **Creative concepts** with Customers and Stakeholders who following the process throughout all the stages of Production and Deployment

TRAINING INTERNSHIP in GRAPHIC & WEB DESIGN

I took care of **After Sales Service** and of the **Development of the overall application layout** including **Brand Identity, Packaging, Promotional materials, visual communications, E-commerce, social media, etc..** I Supported the product process helping the Team to define and deliver the final item - Golden Graphic (2015-2017)

2016

PACKAGING DESIGNER

Creating an eye-catching packaging design that suits on the product, in particular of *School, Toys, Cosmetic, Pharmaceutical and Home items* - Eol Distribuzione srl (2016-2019)

2012

GRADUATION in DESIGN & VISUAL COMMUNICATION

Design products, devices, objects, and services used by Customers focused on the aesthetic appearance, functionality, and manufacturability - University "Luigi Vanvitelli" in Aversa (CE) - ITALY (2012-2016)
Creation and management of projects in collaboration with the various trades of the professional world: marketing, engineering, production - ESA Saint Luc de Liège - BELGIUM (2014)

2019

JR. WEB DESIGNER

Work closely with the Team to **develop** the Website of "Frontier's Health" using **scripting languages, such as HTML and CSS** - Healthware International (2019)

TRAINING INTERNSHIP in CONTENT CREATOR

Designing the **Advertising** of "Caffè Borbone" - Immaginarti srl (2019)

2020

WEB MARKETING STRATEGIST

Development of Websites and **E-commerce** with the relevant marketing channels and platforms including **SEO, Adv, Content, and Brand Identity.** Setting Digital Marketing Strategies using all necessary tools to integrate digital assets and raising the awareness of the brand. Set up of E-commerce tools and **constant communication with stakeholders**, developers, and engineers. - Pfister Autotechnik (2020-2022)

EDUCATION.

2007

CERTIFICATE in MODERN LANGUAGES

English, French and Spanish language courses - ALFANO I (SA) - ITALY (2007-2012)
Project PON 1.1C 2009-2013 - Cultural Exchange at **INTERNATIONAL HOUSE of NICE (FR)** - 07.08. - 03-09. 2011
"DIPLOME DES ÉTUDES EN LANGUE FRANÇAISE - DELF B2"

SOFTWARE.



2016

DIGITAL MARKETING, UX/UI DESIGN

To oversee the entire **lifecycle of a digital product**, from inception to launch. From market and customer research, **designing the product architecture, UI development with scripting languages, to supply chain planning.** To Improve how to act as a mediator between the consumers and the technical teams, communicating and translating consumer needs into new product features - Workshop (2016-2019)

2021

TIME & PROJECT MANAGEMENT

FSRM - Neuchâtel - September 2021

MARKETING SPECIALIST

Marketing Specialist with Federal Diploma - BFB Biel/Bienne - April 2023

ENGLISH

Upper-intermediate - Interlangues - Neuchâtel - July 2022