



VERONICA GINA POLIGNINO

CREATIVE DESIGNER

"You can neither win nor lose if you don't run the race."

David Bowie

This is my personal motto. I'm curious, I always try to see the world with my inner child eyes and, most of all, I love my job deeply. I can't imagine myself doing something else. I'm not afraid of challenges, I learn things quickly and I've promised myself to learn something new every day.



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07/05/1987
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Driver's license: B



EXPERTISE



CREATIVE SKILLS

Layout concept	●●●●●●●●	UX Design	●●●●●●●●
Web design	●●●●●●●●	HTML/Css	●●●●●●●●
Hand illustration	●●●●●●●●	MacOS/Windows	●●●●●●●●

SOFT SKILLS

Creativity	Communication	Interpersonal Skills
Curiosity	Adaptability	Work Ethic
Problem Solving	Time Management	Leadership
Teamwork	Attention to Detail	Resourcefulness

LANGUAGES

ITALIAN
Native language



ENGLISH
B1 Toefl Ibt



HOBBIES



CONTEST



National contest for Rotary's hundredth anniversary.



European annual contest organized by Azienda Vinicola Barbera d'Asti



Restyling of logo and graphics, as well as giving a general refresh



Packaging and product customization for Barbie's role play line

DISCOVER MORE

WORK EXPERIENCE

2020 >

APA S.p.A.
Creative Designer

Conception and development of print and web communication, BTL and ATL. Supervisor and designer for social media campaigns.



2016/2020

GEOMAGWORLD S.A.
Art Director

Conception and development of packaging, digital communication and displays for Toy fairs and stores. Supervisor and designer for social media campaigns.



2015/2016

GRANDI GIOCHI S.R.L.
Graphic Designer

Conception and development of packaging graphic for Grandi Giochi, communication and Point-of-Purchase displays for G di Giochi stores.



2014/2015

MSCMEDIAGRAFICA
Graphic Designer Freelance

Paper and web communication development for MSC Cruises such as catalogs, social media images and posts, ADV.



2012/2014

CO-D S.R.L.
Graphic Designer Freelance

Editorial graphics for Disney Italia and Disney Global. Brand identity, style guide and toolkit creation for media communication.



2010/2012

DARKSIDEADV
Art Director Junior

Art director's assistant for paper and web graphic layout conception and development. Creation of logos, finish layouts, photo editing and web banners.



EDUCATION

2006/2009

POLITECNICO DI MILANO
Major in Design

Theories and technologies of design communication.
Final grade: 100/110

2001/2006

LICEO ARTISTICO CARAVAGGIO
"Leonardo" experimental project

School project with the implementation of science subjects.
Final grade: 100/100