


Curriculum Vitae

PERSONAL INFORMATION **Silvia Leso**

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Sex Female | Date of birth 19/04/1988 | Nationality Italian

EDUCATION AND TRAINING



October 2010 - April 2013

Master degree in Communication Design

Thesis: "On the conspiracy's traces. Walks in Mantua of the Risorgimento. A crossmedia guide" Score: 110/110.

Design school of Politecnico di Milano

- Ability to co-ordinate and control complex and communication systems
- Generate concepts that provide innovative communication responses;
- Design new connections between different communication formats;
- Knowledges in theoretical-critical area of design: semiotic, sociological and mass-media disciplines, together with the technological knowledges that underlie the design of new forms of interaction

April - June 2012

Higher Education Course: "Brand of territorial systems"**Politecnico di Milano**

- Brand design and brand management methodologies and operational tools.
- Project of a territorial brand, in term of: concept, message, features, values and character; configuration of different communication interfaces.

October 2007 - July 2010

Bachelor in Communication Design

Thesis: "Zoom out. A new life vision", score: 108/110.

Design school of Politecnico di Milano

- Instrumental, technical and technological expertise for communication projects.
- Communication projects in different fields: editorial graphic, movie and multimedia, brand and corporate identity, packaging and product communication, web design and interaction design.

WORK EXPERIENCE



November 2014 - Present

Communication designer**Alkemy digital_enabler, Milano (Italy)**

- Designer of different output for the communication campaigns.
- Development and creation of strategy for communication campaign on different media.

Business or sector Design, communication

- November 2013 – May 2014 **Communication designer, visiting research. Abroad internship**
Universty of Leeds, UK with AST Vigevano
- Design a system of new devices for guiding and promoting the city of Leeds.
 - Interface designer for the app and other devices of the project.

Business or sector Design for territory

- September 2011 – 2013
 (project-related contract) **Interface and graphic designer**
VIDEOMED Srl, Limena (Padova, Italy)

- Interface designer for a touch screen system for operating rooms
- Graphic design of the system communication and presentation

Business or sector Biomedical

- November 2011 – February 2012 **Graphic designer - internship**
EDISPLAY Srl, Milano (Italy)

- Web designer of a web magazine, writer of contents for the website

Business or sector Web marketing, web design

- June 2010 – September 2012
 (spring-summer job) **Educator**
Didactic farm, Leso Bruno, Massimo e Tiziano, Mantova (Italy)
- Educator in the family farm for kids of elementary school
 - Organize walks, laboratories, activities about farm life, ecology and local environment

Business or sector Instruction

PERSONAL SKILLS AND COMPETENCES



Mother tongue **Italian**
 Other languages

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interction	Spoken production	
English	B2	C1	C1	C1	C1
	TOEFL iBT, 2010. C1 2013: English course at Wall Street Institute, Threshold Pro				
Spanish	A2	A2	A1	A1	A1

Common European Framework of Reference for Languages

- Communication and social skills**
- Team spirit, gained at University: I used to work in team of three or four students. Good communication skills and ability of make people collaborate.
 - Good sensibility for needs of different target of people, kids and adults, gained during the educator and baby-sitting experiences.

Organisational/managerial skills Leadership and organization attitude gained through the experience as educator.

- Technical skills and competences**
- Graphic and visual skills, attitude to copywriting
 - Ability to ideate concept, explore innovative ideas, create communication strategies.

- Computer skills and competences**
- Good command of Microsoft Office™ tools.
 - Proficient with Adobe Creative Suite (Illustrator, Flash, Photoshop, Indesign, Premiere, After Effects) Final Cut and Autodesk Maya; acquired through university projects.

Other skills and interests Great interest in diy projects.
 Member of voluntary associations for education and art diffusion

Driving licence B