



## Experience

- 2017 - 2014 Jujo, Inc (jujo.co) Art Director; UX/UI Web-based App Development  
2015 - 2005 UI / Brand Design for CodeForward Software, Georgia; External Consultant  
2010 - 2009 Creative director and design consultant for Thöndo Communications  
2003 - 2005 Started I-Group Inc., a small consortium of consultants to promote marketing solutions in Italy.  
1995 - 1999 Magnolia Studios, Atlanta, GA - Art Director then Creative Director.  
1985 - 1995 Freelance Graphic Designer.

## Projects

### **Software UX/UI Design** Client: Jujo, Inc, Colorado

Contributed to information Architecture and user experience design for Jujo's next generation e-publishing web platform

### **Software UI Design** Client: CodeForward Software, Georgia

UI / Brand Development for a new aviation management system. Collaborated for over 10 years. Designed a full series of original icons (over 120 so far) Windows compatible. On the marketing side, designed the whole corporate look, collateral pieces, retail packaging, and trade shows. Expected release - unknown

### **Web Site Design / Development**

peachtreegatewaypartnership.com - Responsive / Hand coding;

jujo.co - Responsive Wordpress site; Full branding / Coding (HTML, CSS) (*ongoing*);

tbmrestaurant.com - Responsive Wordpress Site: styling (Html, CSS); contents management

## Older Projects

### **2011-12 Italian Giftware Accenti d'Italia National Campaign** Client: Italian Trade Commission, Atlanta

Complete responsibility for the creation, writing and design of the new campaign. Rolled out in several stores nationwide.

### **2010 Italian Giftware Made in Italy National Campaign** Client: Italian Trade Commission, Atlanta

Part of the creative team responsible for the overall branding of the initiative. Rolled out nationwide in 2010.

### **2009 Biannual Italian Farm Machinery Convention** Client: Italian Trade Commission, Atlanta

Organized and directed several aspects of the Convention (communications, merchandising, printing, audiovisual, and internet support). Designed my first Convention package in 1998. The only designer to produce five consecutive "looks" for these events.

The relationship with the Italian Trade Commission in the US lasted over 12 years. Consultant for the Los Angeles (marble, biotech, nanotech), New York (fashion), Atlanta (closed in 2014), and Miami' offices.

## Education

University of Palermo, Italy. (3 years)

Apprenticeship in graphic arts with Toto Bonanno, Dean of the Academy of Fine Arts, Palermo, Italy.

## Skills

Art Direction; Graphic Design; UX/UI Experience; Conceptualizing and prototyping (AI, Sketch).

Deep knowledge of the printing process (from letterpress to direct to plate), web, offset, large formats, special applications (i. e. packaging, indoor/outdoor signage).

Proficient in: Adobe CS Suite (INDD, AI, PS), Sketch Prototyping, Keynote presentation

Front end knowledge : HTML5, CSS3, Wordpress. Frameworks: Bootstrap

## Personal

American citizen - Bilingual: Italian - English

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