

HELLO!
MY NAME IS

Tiziana Balliana



I'M A GRAPHIC DESIGNER

EXPERIENCE

* GRAPHIC DESIGNER mncg | 2009 - 2018

Main customers and projects:

Hoepli: cover design for "Leggere" language series, cover design for school series, promotional and publishing design projects, catalogues, bookpackaging, covers for monographs

Viridea: Facebook Ads, managing and implementing content for newsletter

Touring Club Editore & SlowFood: design cover for "Itinerari" serie, illustrations for "Itinerari" covers

Touring Club Editore: design packaging for promotional boxes

Promogiardinaggio: managing and implementing content for newsletter and web site, check SEO content

Informatore agrario: design and layout for "Guide Pratiche" series and monographs, design Adv on magazine

Banca Etruria: publishing design and layout for "Etruria Oggi" and "Etruria Informa" magazines

Fa' la cosa giusta: literature design

* GRAPHIC DESIGNER FREELANCE Clessidra | 2011 | Freelance collaboration

Design of the catalogue and brochures for an agricultural products company

* GRAPHIC DESIGNER FREELANCE BLS | 2009 - 2010 | Freelance collaboration

Design of the system identity: catalogues, brochures and datasheets for the company's products

* GRAPHIC DESIGNER STAGE MultiConsult | 2009 | Stage

Design of the communication for cultural festivals and events in Bergamo. Creation of the brand identity: brochures, posters, banners, certificates

* GRAPHIC DESIGNER STAGE SGA Corporate&Packaging Design | 2007 | Stage

Design of the catalogue of the company.

Supervised training with Maurizio Grisa during the photo shooting of the company's products. Post production of the photos

CONTACT

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PROFILE

After receiving my Master's Degree from the Politecnico di Milano, I worked with customers belonging to different product areas and different approaches to communication design.

I consider each project as a challenge to get the best solution that satisfies the customer's needs and that empowers customer's unexpressed potential.

During my work and hobby experiences I improved my ability to organize work plans, to meet deadlines, to face stress, as well as my problem solving attitude and the ability to work both autonomously and in national/international teams.

EDUCATION

PROFESSIONAL COURSE 2018

UX/UI Design

Organized by Quanta Group. In collaboration with Alkemy, Jack Magma, Engitel.

PROFESSIONAL COURSE 2018

UX/UI Design

Organized by Cariplo Factory. Lecturer: Alessandro Contini

PROFESSIONAL COURSE 2017 - 2018

Adobe AfterEffect

Organized by Cfp Bauer, Milan

ENGLISH COURSE 2017

Business english: gestione dei rapporti con clienti e fornitori nei mercati esteri

Organized by Formaper, Milan

PROFESSIONAL SEMINAR 2017

Inbound Marketing Strategies

Organized by HugMil, Milan

ENGLISH COURSE 2016 - 2017

B1-B2 Level

Organized by Lingue in Comune

PROFESSIONAL COURSE 2015

MagNews specialist course

Organized by MagNews, Milan

ENGLISH COURSE 2013

B1 Level

Organized by British Institutes

MASTER'S DEGREE 2005 - 2008

Politecnico di Milano - Communication design

Thesis: Wayfinding in the architecture reuse. Design of the signage for the cultural civic center of Treviglio. Final degree: 109/110

ERASMUS EXCHANGE 2006

Fachhochschule Hannover (DE)

Fakultät III - Medien, Information und Design

BACHELOR'S DEGREE 2002 - 2005

Politecnico di Milano - Industrial design

Thesis: Brand identity for a musical event. Design for Arezzowave's signage. Final degree: 104/110

HIGH SCHOOL 1997 - 2002

Liceo Artistico Statale di Bergamo

HOBBIES AND PASSIONS

> Illustration

I love Olympia Zagnoli, Alessandro Baronciani, Elisa Talentino, Riccardo Guasco, Agostino Iacurci, Basik, Johnny Cobalto, Camilla Falsini and other new emerging talents, national and international.

I follow them by social networks, events and exhibitions.

> Photography

I take photos by analog and digital cameras: Olympus OM-1 analog reflex, Rolleiflex medium format twin lens reflex, Polaroid cameras, Nikon D80 digital reflex.

I'm able to process and print black and white film.

> Sport

I have played Ultimate frisbee since 2010.

I was team captain and I took part in the executive group of my club as team manager.

> DIY

I love to get my hands dirty. I take inspiration from what I see and I try to do it myself, above all accessories and jewels.

> Theater

I attended 3 years of school. It was a great experience of personal growth and team building with my class.

SKILLS

GRAPHIC SOFTWARE

Adobe InDesign ●●●●●●●●
Adobe Illustrator ●●●●●●●●
Adobe Photoshop ●●●●●●●●
Adobe After Effects ●●●●●●●●

SOCIAL MARKETING PLATFORM

Facebook Business ●●●●●●●●

MAIL MARKETING PLATFORM

ActiveCampaign ●●●●●●●●
MailChimp ●●●●●●●●

TOOLS FOR UX/UI

Sketch ●●●●●●●●
Axure RP ●●●●●●●●

PUBLISHING PLATFORM

WordPress ●●●●●●●●

LANGUAGES

Italiano **Madrelingua**
Inglese **B1+**
HTML-CSS **Livello base**

Click here and download my portfolio. Enjoy!