

## ■ raffaella isidori

Creativity & Strategy ■ Brand & Comm ■ Design ■ Writing ■ Teaching ■ Consulting, Coaching & Speaking

## ■ executive summary

25+ years in the field of integrated communication design shaped me into a "full stack" designer and communicator, with a wide range of experience and skills, and with a multicultural background.

My roots are in branding, integrated marketing communication, and in print, digital, and visual design, which are - to date - my key competences.

Over the years, I have fully incorporated all essential digital skills: some coding, the design of the User Experience, the understanding of Interaction Design and of Information Architecture, the dynamics of data-informed design, the basics of analysis and research.

Along with design, my experience includes over 30 years of strategic and marketing consulting, as well as copywriting/editing, translating and trans-creating in both English and Italian, primarily copy for marketing/brand communication (print & digital), articles, and short stories. In more recent years, localization of digital products and video subtitling.

My approach is simple: research, attention, creativity, professionalism, efficiency, care, practicality, leanness, and sustainability. My motto: design is problem solving.

I think laterally, keep an holistic approach, love details, and take pride in working like a craftsman.

In the latest years, I have mostly worked as a sole creator and a coordinator of other professionals: as a consequence, my "generalist expert" competences are primarily horizontal.

The values I bring to a project are talent, know-how rooted in long experience, and expertise in a number of related fields. These elements, through their synergy, produce quality and innovation.

## ■ professional experience

Since 1998 ■ raffaella isidori: [thesign.it](http://thesign.it) - founder & creative director ([www.thesign.it](http://www.thesign.it))

*A creative lab for integrated communication & brand building where experience and tradition meet new technologies, new media and new forms of interaction.*

**As a solopreneur**, I manage all aspects of business endeavors: from pitching the client through delivery of final products, handling all the required client/supplier relations.

**As a designer and a creative strategist**, I create and produce (or manage production of) all deliverables. With almost 30 years of background as a designer, my competences have evolved and expanded, while my approach, my ethics, and standards have consolidated.

**As a writer**, I focus on my target and my mission, to identify and deliver the most opportune communication in terms of tone, vocabulary, and style.

**As a translator**, I strive to render in my writing the feelings, emotions, and moods that are most respectful of the original content, and that best fit the context and the conversation's goal, paying particular attention to local, cultural, and formal nuances.

**As a consultant**, I flank clients (and their team) to foster and bolster the development of appropriate and successful communication; to recognize the most effective strategies and create opportune and targeted messages; and to manage the transformation of ideas and intuitions into actions and contents, to boost innovation and creativity.

**As a coach**, I sustain professionals, entrepreneurs and managers in all areas of communications - strategic and tactical, in product design, process development, and strategic thinking, as well as in their personal branding and in the production of high-impact digital presentations.

**As a teacher and a mentor**, my view is heuristic and my goal my students' holistic growth as designers, professionals, and human beings. Through practice, theory, and problem-solving, I lead them through the procedures, so they understand the process.

## SOME OF MY LATEST PROJECTS:

- 06/18-01/19 ■ **Ass. LaStrada: Il senso della strada** - event design, creative direction, branding, digital & print communication. A 3-cities, 6-schools event dedicated to raising awareness about substance abuse and the perils of driving while intoxicated. Sponsored by the Italian Prime Minister's office and in collaboration with the Psychology of Traffic division of Milan's UniCattolica Psychology Department.

**GOALS:** designing an engaging, informational, and motivational event dedicated to students aged 17-19.

**VALUE PROVIDED:** designed and creative-directed an event built like a performance. Playing with the event's title "the sense of the road", developed a multi-media storytelling presentation in 5 acts and with 5 players, that was granted an overall satisfaction score of 78%. Also created website, printed material, and all multi-medial visual material for four of the five segments.

## ■ top skills

art direction ■■■■  
 brand design ■■■■  
 coaching & mentoring ■■■■  
 communication design ■■■■  
 concepts & storytelling ■■■■  
 content design & curation ■■■■  
 copy writing (Ita/Eng) ■■■■  
 creative direction ■■■■  
 design ■■■■  
 digital & web design ■■■■  
 HTML & CSS ■■■■  
 graphic design ■■■■  
 interaction design ■■■■  
 motion media design ■■■■  
 photography ■■■■  
 presentation design ■■■■  
 print & editorial design ■■■■  
 project management ■■■■  
 prototyping ■■■■  
 strategy & marketing ■■■■  
 translation & l10n ■■■■  
 user experience design (UX) ■■■■  
 visual design/UI ■■■■  
 writing & editing ■■■■

## ■ languages

English: native  
 Italian: native  
 French: intermediate

## ■ software

adobe creative suite ■■■■  
 presentation design tools ■■■■  
 microsoft office suite ■■■■  
 remote work tools ■■■■  
 SMM & DEM tools ■■■■

## ■ work philosophy

- We (designers) craft solutions.
- Great design is invisible.
- Quality is always in the details.
- Strive for the nexus between perfection and delivery.

## ■ links & contacts

portfolio: [www.raffaellaisidori.com](http://www.raffaellaisidori.com)  
 e-mail: [me@raffaellaisidori.com](mailto:me@raffaellaisidori.com)  
 skype: zetaraffix  
 ITA mob + IM: +39.335.100.9000  
 UK mobile: +44.739.700.71.38  
 USA mobile: +1.720.350.3007



■■ advanced ■■■ expert



- Since 01/17 ■ **The Skill Nursery - Il Vivaio delle Competenze** - *service design, communication*  
A training and coaching project and platform, designed specifically for a non-digital-native business target, focused primarily on branding, communication, and linguistics.

**GOALS:** designing a service aimed at a niche target, creating an appropriate image, establish a trustworthy brand, providing products, delivering content.

**VALUE PROVIDED:** *successfully built the project, the platform, and the services. Developed and designed an opportune UX and an appealing interface. Created and cultivated a memorable brand image. Currently implementing the marketing strategy and growing the product offer.*

- 06/17-09/17 ■ **WordPress Translation Day 3** - *brand, digital & marketing design, UX, UI, copywriting*  
Branding, digital & marketing design; event design & copywriting for annual global digital event of the International WordPress Polyglots Team.

**GOALS:** *as design lead, establishing a new brand for the WP Community's Polyglots team, designing an interactive website for the event, creating compelling content, strategically communicating the event in the best possible way considering all limitations.*

**VALUE PROVIDED:** *successfully built a recognizable and appealing brand image and a compelling communication campaign; successfully led a team that produced an interactive and engaging website as well as a powerful and impressive communication campaign.*

- Since 04/15 ■ **La Bauttega**, Bormio, Italy - *brand & marketing communication design*  
(formerly "La Boutique") Brand design & strategy, print & digital design, advertising; signage design; social media

**GOALS:** *creating a new brand and establishing it locally and on-line through a unique image and a sound marketing strategy, respecting budget and context limitations.*

**VALUE PROVIDED:** *successfully built a recognizable and appealing brand image; created and managed a sensible communication campaign (both locally and on-line), wisely managed the limited resources available, provided training, mentoring and advise to the founder.*

## ■ speaking & workshop engagements

In the last couple of years, I have been actively involved in speaking at international conferences and holding workshops, both in English and in Italian, primarily focused on **branding, design, digital competences**, and on **mental health and mindfulness** in relation to **work, life and design**.

2019 ■ **YeastCon**, Nijmegen, NL - *speaker (branding)*;

2018 ■ **Codemotion**, Berlin, Germany - *speaker (design)*; **WordCamp Milano**, Italy - *speaker (design)*; **DACHFest**, Munich, Germany - *speaker (mindful design)*; **WordCamp Roma**, Italy - *speaker (design)*; **WordCamp Brighton**, UK - *speaker (branding)*; **WordCamp Sevilla**, Spain - *speaker (branding)*; **WordCamp Europe**, Belgrade, Serbia - *workshop: branding*; **WordCamp Belfast**, UK - *speaker (branding)*; **WordCamp Porto**, Portugal - *speaker (design)*; **WordCamp Bari**, Italy - *speaker (mindful design)*; **Il vivaio delle competenze**, Milano, Italy - *workshop: digital competences*; **WordCamp Retreat Soltau**, Germany - *speaker (branding)*; **WordCamp London**, UK - *speaker (branding)*.

2017 ■ **WordCamp Roma**, Italy - *speaker (branding)*; **Il vivaio delle competenze**, Bologna, Italy - *workshop: digital competences*; **Il vivaio delle competenze**, Orvieto (Tr) Italy - *workshop: digital competences*.

## ■ teaching experiences

As a teacher, I am a firm believer in the heuristic approach. I also believe in teaching through experience and in encouraging my students' problem-solving abilities. Within the "traditional" curriculum of the Academia, I introduce my students to modern approaches, such as **the use of personas** and **the concept of consumer journeys** to establish a more **empathetic and inclusive approach** to the **design process**.

2014-2018 ■ **Accademia di belle arti, Novara** - professor: brand design; integrated communication

2014-2016 ■ **Politecnico di Milano** (polidesign.net) Design Department - lecturer

2004-2007 ■ **Istituto Europeo di Design**, Milano - professor: *history of scene-design for events/exhibits*

## ■ translation/localization experiences

Since 1998 ■ **Freelance** copywriter, editor, and translator

Since 2016 ■ **WP-Translation Pro, France** - software localization, translation and revision

2009-2013 ■ **Asiafocus, EconomicBlog & Originis, Italy** - translation & adaptation of monthly articles

2011-2012 ■ **ProTranslating, USA** - translation

## ■ other professional experiences

2018-2021 ■ **UNDP (United Nations Development Program)** Selected Expert Roster - *Digital Communication & Web Design*

2006/2009 ■ **Ratio Consulta SPA**, Milano - image & communication manager (...)

## ■ soft skills

- aesthetics
- critical thinking
- curiosity
- determination
- empathy
- flexibility
- friendliness
- honesty
- humor
- intelligence
- leadership
- loyalty
- multiculturalism
- project management
- research
- resilience
- respect
- responsibility
- trustworthiness
- sensitivity
- sympathy

## ■ I love:

- things done well
- smiles
- design, in all its forms and principles
- typography
- respect
- reading & writing
- learning & teaching
- being funny
- my furred family
- helping out
- rugby
- my friends
- photography
- good company
- misfits
- cooking & eating
- aromatherapy
- traveling alone
- overcoming obstacles
- cool tech stuff
- colors
- discovering places, roads, and stuff I don't know
- practicing mindfulness
- keeping an holistic vision of life

## ■ other professional experiences (continued)

- 1/10 2002 ■ **With love from Umbria**, US/Canada - promotional event design & organization
- 1998/1999 ■ **Barabino & Partners**, Milano - senior graphic designer
- 1997/1998 ■ **Landò-Nardi**, Milano - senior art director
- 1995/1997 ■ **Italiana di comunicazione**, Milano - senior art director
- 1993/1995 ■ **Armando Testa**, Milano - art director
- 1991/1992 ■ **McCann-Erickson**, New York - junior art director

## ■ education

I am a passionate, continuous learner. Not only to remain relevant professionally, but to (try to) quench an insatiable curiosity about how minds and mechanisms work. While hard at time to reconcile with entrepreneurship, family and life, studying is one of my favorite activities, and as such I always try to make it fit.

- 2016 ■ **interaction design specialization** - in progress - Coursera - University of California, San Diego
- 2013 ■ **master of arts: broadcast design - motion media design** - SCAD, Savannah, GA
- 1991 ■ **bachelor of fine arts: advertising design**, summa cum laude - FIT, New York, NY
- 1988 ■ **associate in applied arts: photography**, magna cum laude - IT, New York, NY
- 1984 ■ **diploma di maestro d'arte, grafica pubblicitaria** - Istituto statale d'arte, Orvieto (Tr). Italy

3|3

## ■ academic recognitions & certifications

- 2016 ■ **User Experience: Research & Prototyping** - certification
- 2016 ■ **Information Design** - certification
- 2016 ■ **Human-Centered Design: an Introduction** - certification
- 2016 ■ **Design Principles: an Introduction** - certification
- 2015 ■ **The Data Scientist's Toolbox** - certification
- 2009 ■ **Apple Pro Certifications, Final Cut Studio Suite** - certification
- 2008 ■ **Savannah College of Art & Design**: honor scholarship (Master of Arts)
- 1991 ■ **Fashion Institute of Technology, dept. Advertising Design, NY**: medal of honor
- 1990 ■ **Art Directors' Club NY**: scholarship winner

## ■ interests & objectives

My interests and objectives for the future span in the fields of **linguistics, of research and product design, of interaction design, and of data visualization**. I am also interested in **academics** and in the study of **behavioral science**.

## ■ personal characteristics

Versatile, coherent, dependable and highly organized ■ practical, logical, analytical, and detail oriented ■ strategic, far-sighted and lateral thinker ■ creative, passionate, curious and nonconformist ■ serious, tenacious, resilient and loyal ■ empathetic, sensible, reasonable and direct ■ cool under pressure ■ fast thinking and rapid in action ■ excellent sense of aesthetics ■ capable to handle complex situations and contexts ■ excellent verbal, written & visual communication.

## ■ volunteering, open source, and personal projects

- Supporter of **open source** and **active contributor** in both the International and the Italian **WordPress** Communities; as well as **localization volunteer** for **WordPress, TED, and Coursera**.
- **Co-organizer and Design Lead** (digital, web, communication, motion media and data visualization): **WordPress Translation Day 4**, May 2018; **WordPress Translation Day 3**, September 2017.
- Web design and event volunteer, **Mental Health Hackers** a no profit working to improve communication and education about **mental health**.
- Former **Communication Manager** for **Architecta** - Società Italiana di Architettura dell'Informazione", a no-profit association dedicated to the promotion and the popularization of the principles and the practices of Information Architecture, Usability, Human-Centered Design, Human-machine Interaction and User Experience; organizer of the XII Italian AI Summit.
- Believer in collaborative work and in the need to **protect the weaker and empower women worldwide**.
- **Pastor of a large furred family**, I do all I can to help and sustain animal shelters.

## ■ personal details

- DOB: Sept. 14, 1966
- POB: New York City, NY, USA
- Virgo sun, Aquarius rising.
- Polymath
- INFJ

## ■ citizenship/working permits

USA and EU (Italian) Citizen  
UK NI Number

## ■ locations

**Italy:** Gerenzano, Greater Milan  
**UK:** Milton Keynes, Greater London  
**USA:** NYC, NY

## ■ professional associations

**AIGA** - The professional association for design  
**IWA** - International Web Association  
**Architecta** (Italian Architecture Information Association)  
**AIAP** (Associazione Italiana Design della Comunicazione Visiva) (*former member*)

■ for latest updates and more details, please visit my [LinkedIn page](#)

■ In compliance with privacy regulations, I hereby authorize the recipient of this document to use and process the personal details herein included.