

■ raffaella isidori

Creative & Art Director ■ Brand & Communication ■ Designer ■ Writer ■ Photographer ■ Polymath

■ 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, print, 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 value I bring into any project – along with talent and know-how – is specifically rooted in this **ample vision**, in a **long experience**, and in a **wide general expertise** in many fields that synergically combine to produce **quality and innovation**.

■ professional experience

Since 1998 ■ **raffaella isidori: thesign.it** - founder & creative director (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 foster innovation and creativity.

As a coach, I sustain professionals, entrepreneurs and managers in **all areas of corporate communication**, 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:

- 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. [read more](#)
GOALS: *designing a service aimed at a niche target, creating an appropriate image, establish a trustworthy brand, providing products, delivering content.*

■ top skills

art direction ■■■
brand design ■■■
coaching & mentoring ■■
communication design ■■■
concepts & storytelling ■■■
content design & curation ■■■
copy writing ■■
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 ■■
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
e-mail: me@raffaellaisidori.com
skype: zetaraffix
UK mobile: +44.739.700.71.38
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USA mobile: +1.720.350.3007



■■ advanced ■■■ expert

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 - [read more](#)

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 Baittega, Bormio, Italy** - brand & marketing communication design (formerly "La Baitteque") Brand design & strategy, print & digital design, advertising; signage design; social media - [read more](#)

GOALS: *creating a new brand and establishing it locally and online 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 online), 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, and on a mindful approach to work, life and design.

- 23/04/2017 ■ **Orvieto (Tr) Italy** - workshop: digital competences
- 27/05/2017 ■ **Bologna, Italy** - workshop: digital competences
- 16/12/2017 ■ **WordCamp Roma, Italy** - speaker (*branding*)
- 16/04/2018 ■ **WordCamp London, UK** - speaker (*branding*)
- 27/04/2018 ■ **Milano, Italy** - workshop: digital competences
- 04/05/2018 ■ **WordCamp Retreat Soltau, Germany** - speaker (*branding*)
- 10/05/2018 ■ **Milano, Italy** - workshop: digital competences
- 12/05/2018 ■ **WordCamp Bari, Italy** - speaker (*mindful design*)
- 19/05/2018 ■ **WordCamp Porto, Portugal** - speaker (*design*)
- 16/06/2018 ■ **WordCamp Europe, Belgrade** - workshop: branding
- 07/07/2018 ■ **WordCamp Sevilla, Spain** - speaker (*branding*)
- 18/08/2018 ■ **WordCamp Brighton, UK** - speaker (*branding*)
- 23/09/2018 ■ **MateraCamp, Italy** - speaker (*mindful design*)

■ 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.**

- Since 2014 ■ **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 scenic design for events*

■ 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

- 2006/2009 ■ **Ratio Consulta SPA, Milano** - image & communication manager
- 1/10 2002 ■ **With love from Umbria, US/Canada** - promotional event design & organization

■ soft skills

commitment
clarity
confidence
courage
critical thinking
curiosity
determination
design thinking
flexibility
friendliness
honesty
humor
leadership
multilingual & multicultural
project management
research
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
curiosity

- 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

■ 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) for **WordPress Translation Day 3**.
- **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 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
- Virgo sun, Aquarius rising.
- INFJ

■ citizenship/working permits

USA and EU (Italian) Citizen
UK NI Number

■ locations

UK: Milton Keynes, Greater London
Italy: Gerenzano, Greater Milan
USA: Denver, Colorado - NYC, NY

■ professional associations

Architecta (Italian Architecture Information Association)
AIAP (Italian Design Professionals Association)
AIGA - NY chapter

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

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3|3

