

■ 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" communicator**, with a wide range of experience and skills, and with a **multicultural background**.

Along with design, my experience includes over 30 years of **copy writing/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.

■ professional experience

Since 1998 ■ **raffaella isidori thesign** - 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 an entrepreneur, 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.

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

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 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**.

some of my latest projects:

- Since 01/17 ■ **The Skill Nursery - Il Vivaio delle Competenze** - service design, communication
A training and coaching project, designed specifically for a non-digital-native business target, focused primarily on branding, communication, and linguistics. *#training #coaching - [read more](#)*
GOALS: *designing a service aimed at a niche target, creating an appropriate image, establish a trustworthy brand.*
VALUE PROVIDED: *successfully built the project, the platform, and the services, designed an appealing and memorable brand image; currently developing and implementing the marketing strategy.*
- 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. *#strategy #communication_design #integrated_communication - [read more](#)*
GOALS: *establishing the new brand locally and online, through a unique image and a sound marketing strategy.*
VALUE PROVIDED: *successfully built a recognizable and appealing brand image, and communication campaign (locally and online) through a wise use of the limited available resources.*
- **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 Int'l WordPress Polyglots Team. *#communication_design #webdesign #UI #UX #copywriting - [read more](#)*
GOALS: *as design lead, establishing a new brand for the WP Community's Polyglots team, creating an interactive website for the event, creating content, copywriting, press & marketing material.*
VALUE PROVIDED: *successfully built a recognizable and appealing brand image and communication campaign; successfully designed an interactive and appealing website; managed colleagues and teammates to build and enhance website and communications.*

■ talks & workshops

In the last few years, I have been actively involved in speaking at international conferences and holding workshops, both in English and in Italian, primarily focused on branding and on a mindful approach to work, life and design. In 2017 I spoke/held workshops in Orvieto, Bologna and Rome. In the next couple of months I will be featured in London, Bari (Italy), Soltau (Germany), and Belgrade.

■ 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

■ locations

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

■ citizenship/working permits

USA & EU (Italian) Citizen
UK NI Number

■ software

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

■ links & contacts

portfolio: www.raffaellaisidori.com
e-mail: work@raffaellaisidori.com
skype: zetaraffix
UK mobile: +44.739.700.71.38
ITA mob + IM: +39.335.100.9000
USA mobile: +1.720.350.3007



■■ advanced ■■■■ expert

teaching experiences

As a teacher, my goal is my students' holistic growth as designers, professionals, and human beings. Through design and problem-solving, I lead them through the procedures so to understand the process.

- Since 2017 ■ **Il Vivaio delle Competenze - The Skill Nursery** - coach: English language for professionals
- Since 2014 ■ **Accademia di belle arti, Novara** - professor: brand design; integrated communication
- 2014-2016 ■ **Politecnico di Milano** (polidesign.net) dipartimento di design - lecturer
- 2004-2007 ■ **Istituto europeo di design, Milano** - professor: history of scenic design for events

translation/localization experience

- Since 1998 ■ **Raffaella Isidori Thesign, Italy** - copywriter, editor, 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** - Freelance Translator

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
- 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

- 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

- 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, and research, product design, interaction design, data visualization**, as 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.

I love: things done well ■ design, in all its forms and principles ■ typography ■ reading & writing ■ learning & teaching ■ being funny ■ my furred family ■ rugby ■ my friends ■ photography ■ good company ■ misfits ■ cooking & eating ■ aromatherapy ■ traveling alone ■ cool tech stuff ■ discovering places, roads, and stuff I don't know ■ trying to keep an holistic vision of the world, of life... And of human beings.

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**.
- **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.

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

professional associations

AIAP (Italian professional ass.)
AIGA - NY chapter

work philosophy

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

personal details

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

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

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