

# Ludovica Guidi

20/11/2000

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English: B2



French: B1



Spanish: B1



## Profile

Creative and pragmatic designer with strong motivation to learn and grow professionally. Excellent communication and interpersonal skills as well as team spirit and ability to set priorities by organizing their work in a rigorous and goal-oriented. I have experience in technical, graphic and communicative design. Able to manage with passion the process of realization of different projects.

## Experiences

09.2021 - 09.2023 Graphic designer

**Bar ai giardini - Imola**

- Creation of a logo by consistently transmitting the identity of the local.
- Catalogue, brochure, gadget and other material design promotional.

04.2022 - 07.2023 Graphic designer

**Volta Playground Imola - Imola**

- Creation of traditional communication material as brochure and leaflets.
- Support in defining the most suitable brand identity for characteristics of the target audience.
- Comparison with customer and team during design phases to improve the content.
- Graphic creations able to amaze, excite and generate memories.
- Design of merchandasing.

10.2021 - 05.2022 Graphic designer

**3Marie Borghetto - Imola**

- Comparison with the customer and the team during the design phases to improve the content.
- Graphic creations able to amaze, excite and generate memories and word of mouth in the target.

## Education

2023/2024: Currently attending a Master in Art Direction & Copywriting at the Poli.Design founded by Politecnico of Milan.

2023 : Diploma Accademico di primo livello, Design , Istituto Polo Michelangelo - Bologna.

Acquisition of design skills in the following areas: Interior Design, Product Design, Graphic Design. For the achievement of project objectives I learned theoretical notions, performed manual works alongside experienced craftsmen, created moodboard and concept and carried out technical design through the software Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Autocad and Autodesk Maya.

**Diploma of High School, Languages, Alessandro da Imola - Imola.**

- Proficiency level B2 in English.
- Level B1 in French and Spanish.

## Skills

### Software:

- Adobe Photoshop
- Autodesk Maya
- Autocad
- Indesign
- Illustrator
- Adobe Premiere

### Professional:

- Team Working
- Ability to analyze and problem solving
- Planning and organizing
- Enthusiasm and aesthetic taste
- Social media management

