


EMANUELA BONETTI

Creative • Visual • UX/UI • Product • Packaging & Print Designer • Art Director

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view online my portfolio: emanuelabonetti.com 

Over the past 16 years, I've had the pleasure of working with some amazing Multinational Companies and International Creative Agencies. As a Designer and Creative Director, I love to push boundaries and explore new ideas. As a UX/UI Expert and Project Manager, I have a proven track record of developing creative strategies, coordinating product teams, and delivering both offline and digital solutions with a strong focus on sustainability and accessibility. I bring extensive experience across start-ups, large corporations, consulting, and the public sector.

experiences

- 2023 - present **Exprivia** • Italy • Solution Designer
• **Regione Puglia**
Senior UX/UI Designer
new website for **PugliaSalute**
- 2015 - present **Freelance** • Italy • Creative • Visual • UX/UI
• Product • Packaging & Print Designer • Art Director
• **Enel**
Product & Senior UX/UI Designer
- AICR project: Artificial intelligence in Control Room;
- PO&M project: Plant Operation Management Solution ;
• **Avel Lenttan Jewelry**
Art Director • Visual & UX/UI Designer • Product Designer
Design and Project Management for Shooting ADV and Social, render creation, packaging, e-commerce and App 1.0 (both B2B and B2C)
• **Vintage55**
UX/UI Designer • Social Media Strategy
Design and Management of the Corporate and e-commerce website.
Coordination of shooting, content (text and video), CRM integration and IT providers negotiations.
• **Fedrigoni**
Packaging and Printer Designer
Produce packaging and print solutions for multiple gifts to special clients utilizing eco-sustainability guidelines and natural watercolor without glue (FSC® production).
- 2018 - 2020 **Rewoolution** • Milan
Digital Content Manager • Creative Designer
Support for the release of the e-commerce site.
Editorial project management and partnerships.
Coordination of ADV shooting, e-commerce, and packaging design.
- 2017 **Kuvera S.p.A. (Carpisa)** • Naples
Creative Designer • Art Director for new brand extension GO
Reorganization of the Art / Graphic & Photography team
- 2016 - 2017 **illycaffè** • Trieste
Senior Digital Creative Designer • UX/UI
E-commerce, B2B and corporate site design.
Support in defining the new Brand Identity Strategy
Optimization of cross-function digital processes.
- 2015 - 2016 **Dalani Home & Living (Westwing)** • Milan
Creative Design • Team Coordinator
Reorganization of the Art/Graphic and Photography team,
with optimizing planning for sales on a weekly basis (50+ adv /week).
- 2009 - 2015 **Yoox Net-A-Porter Group (YNAP)** • Milan
Offline Product Manager • Senior Creative Designer • UX/UI Designer • Packaging & Print Designer • Art Director
Product Manager in charge of budget management and international suppliers on all Offline Projects (capsule collections, corporate events, packaging and print)
Coordination and release Management of corporate and e-commerce sites for yoox.com, shooscribe.com and thecorner.com
UX/UI Designer for release of monobrand websites including Marni.com, GiorgioArmani.com, Napapijri.com, StonIsland.com, Moncler.com, BrunelloCucinelli.com and many others
- 2009 **Atelier Biagetti** • Milan
Creative Director Assistant
- 2006 **Graeme Black** • Milan
Fashion Designer Assistant • Web Designer
- 2005 **Casa d'Arte Lo Bosco** • Milan
Fashion Designer • Tailoring Manager
- 2004 **Amina Rubinacci** • Naples
Fashion Designer Assistant • Web Designer
- ## education
- 17/11/2009 **POLIMI Graduate School of Management**
a.a. 2008-09 **MIP - Graduate School of Business of Politecnico di Milano**
Second Level Master Degree
Efashion: "e-commerce fashion & luxury"
103/110 - 24 CFU
- 24/04/2008 **Politecnico Di Milano**
a.a. 2007-08 **Master's Degree**
Design for the Fashion System
D.M. 509/99 - classe LS-103 or LM-12
96/110 - 120 CFU
- 23/12/2004 **Università degli Studi della Campania "Luigi Vanvitelli"**
a.a. 2004-05 **Bachelor's Degree**
Fashion Design
D.M. 509/99 - classe L-04
104/110 - 180 CFU
- 23/06/2018 **Art Academy College Fidia**
a.a. 2017-18 **First Level Master Degree**
Pedagogy, the role of the teacher and the integration of pupils with special educational needs
106/110 - 24 CFU

software

- Adobe Creative Cloud
- • Photoshop
- • Illustrator
- • XD
- • InDesign
- • After Effects
- • Premiere
- • Audition
- • Animate
- Figma
- Miro
- Mural
- Zeroheight
- Sketch
- Zeplin
- 3dstudio max
- RhinoCeros
- Wordpress
- Woocommerce
- Magento 1.9
- Shopify
- Salesforce
- RedDot CMS 10.1

skills

- Visual Design
- Brand Design
- User Experience
- User Interaction
- Product Design
- Graphic Design
- Packaging Design
- Print Design
- Patter Design
- Industrial Design
- Video Editing
- Project Management
- Shooting Producer
- Content Manager
- Production Manager
- Digital Production
- Adobe Teacher
- Accessibility Conformance Report (ACR)

certification

- 16 & 17/05/2024 **Global Accessibility Awareness Day (GAAD),**
Meeting to make known digital technologies on the theme of accessibility and inclusiveness, through the comparison and interaction of people with disabilities. Guidelibes WCAG 2.1
 - 16/03/2024 **ANIOMAP**
Associazione Nazionale Istruttori Orientamento Mobilità Autonomia Personale
UX Design Accessibility Certificate
"The digital to support a autonomy and mobility accessible for the person with visual impairment and mobilization to Autonomy in geriatric age"
 - 17/02/2024 **Udemy**
Executive Briefing: Artificial Intelligence (AI) + ChatGPT
 - 22/03/2022 **BRITISH INSTITUTES**
EXAMINATION LEVEL: B1 Level C2
Certificate in ESOL International (C2 CEFR)
Skill: Use of English, Reading, Writing, Listening, Speaking
Marks: 88 / 100
Exam Number: BIEB-0087370
 - 03/03/2022 **MIUR Certificate**
P.E.K.I.T. Expert Certificazione Internazionale di Alfabetizzazione Digitale
 - 08/03/2022 *SKILL Coding*
 - 09/03/2022 *SKILL Tablet*
 - 10/03/2022 *SKILL Lim*
 - WCAG 2.1, W3C, Legge Stanca, AgID**
Guide lines
Good knowledge of Accessibility and usability standards report
 - 2021 - present
- languages
- Italian - mother tongue
 - English - professional