



# Beatrice Pedrini

## RÉSUMÉ

### CONTACT

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## WORK EXPERIENCE

### 04.2011 to present **User Experience and Interface Designer** *Freelance consultant*

As a freelance designer and consultant, I work on the overall digital experience, focusing on interaction and user interface, while still keeping an eye on branding and visual design. Working for agencies and big companies, I collaborate with their in-house and external teams, using the latest methodologies and tools to optimize cross-team collaboration and workflow. Also, I often support smaller clients, working solo or teaming up with fellow freelance professionals to provide a customized service, building and coordinating the team from the kick-off to deliverables and retrospectives. I've been able to face, ask and learn from distinct problems and experiences, using them to increase the value I can bring to the next project. Recent clients include Zanichelli, Unipol Banca, Bricocenter and Panaria Ceramica among others.

### 03.2010 - 04-2011 **Senior Art Director** *Max Information, Gruppo Armando Testa (Bologna)*

Part of the Armando Testa Group, Max Information is an adv agency specialized in ATL and BTL campaigns for Italian and international brands. As part of the BTL team I took care of branding and visual design, advertorials, packaging design, BtoB and BtoC printed materials for clients such as Nostromo, Poltronosofà, Lepel, DeLonghi and others.

### 02.2009 - 01.2010 **Junior Art Director** *Roma Advertising (Rome)*

During the time spent working at Roma Advertising – a boutique agency in Rome, offering branding, advertising and events management services – I had the chance to work with different types of clients, from local businesses to leading international companies such as Pernod Ricard. As a Junior Art Director my responsibilities included branding and visual design, advertising (old media), BtoB printed materials and user interface design.

### 11.2006 - 11.2009 **Graphic Designer** *SEAT Pagine Gialle (Rome)*

Seat Pagine Gialle is a leading Italian company, telephone directories and street maps publisher, also active in the online advertising sector. As a graphic designer at Seat I was in charge of graphic design for both off and online advertising campaigns, and newsletter design.

### 06.2005 - 08.2005 **Account Intern** *Planet Advertising Group (San Diego, CA - U.S.)*

After I graduated from University and before enrolling in art school, I had the chance to work as a junior account executive at Planet Advertising, a creative agency based in San Diego, California. My main responsibilities as an account intern were: supporting creative and marketing teams in developing projects on time and on budget; helping senior accounts manager with clients' management activities and reports; creating press kits.

## EDUCATION

2016 – **CodeMaster dev bootcamp** TAG Innovation School (Milan)

2007 – **Graphic and Visual Design degree** Quasar Design University (Rome)

2005 – **Laurea in Scienza della Comunicazione** Alma Mater Studiorum, University of Bologna

2001 – **Diploma di Liceo Classico** Liceo Classico L. Galvani (Bologna)

## SKILLS

User Research | User Interface Design | Interaction Design | Information Architecture

Conceptualizing and mapping ideas | Wireframing and prototyping | Branding | Visual Design

Establishing and promoting design guidelines, best practices and standards | Team coordination

## LANGUAGES

**Italian:** native | **English:** full working proficiency | **Spanish** and **French:** limited working proficiency