



Alessandro Panichi

Graphic & Web Designer

PORTFOLIO

alexpanichi.com

PROFILE

I aim to be your visual communicator to create stimulating, challenging, beautiful and effective design solutions in response to wide ranging communication problems. I want to stretch my abilities and build upon my design skills as well as my technical knowledge.

EXPERIENCES

KS AGENCY

Graphic & Web Designer - London (permanent position)

October 2010
- present

- Generating creative design concepts on a wide variety of design fields ranging from corporate identity, brochures to DVD packaging and websites
- Producing marketing materials including press advertising, national poster campaigns and web banner
- Designing and developing websites in Wordpress
- Designing and coding emails
- Artworking and preparing print-ready files
- Managing workload and time, ensuring deadlines are met, liaising with clients, printers and suppliers

FALCON SCOTT

Graphic & Web Designer - London (freelance)

May - June 2010

- Designing websites and web TV channels with Photoshop
- Designing print and online advertisement
- Designing and artworking for print projects

FREE-SPIRIT RECORDS

Graphic Designer - London (freelance)

September 2009
- October 2010

- Creation of concept design for CD packaging, digital releases, press advertisement, fliers and web graphics
- Taking projects from briefing and initial concepts through to final artwork
- Image research in picture libraries

BLUEPRINT TV

Graphic & Web Designer - London (freelance)

February
- June 2009

- Designing websites and web TV interfaces with Photoshop
- Producing graphic elements for video projects
- Liaising with video-production team

COLORGIS

Junior Graphic Designer - Italy (contract)

December 2006
- May 2007

- Designing and producing stationary, signage, large print format and display
- Artworking and making print-ready files
- Liaising with clients

CIMINAGHI STUDIO PRESS

Junior Graphic Designer - Italy (contract)

June
- December 2006

- Designing catalogues and brochures
- Retouching images in Photoshop
- Assisting the main photographer during photoshoots

CONTACTS

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E: alex.panichi@yahoo.co.uk

A: N22, London, UK

DoB: 1st August 1983

COMPUTER SKILLS

• Adobe Creative Suite

Expert level in Photoshop, Illustrator, Indesign;
Good working knowledge of Dreamweaver and Flash

• Wordpress

Custom theme design;
Intermediate development skills

• HTML / CSS

Standard compliant browser

• Microsoft Office

Good working knowledge of Word, Excel and PowerPoint

• Keynote

• Mac OS and Windows OS

EDUCATION

• ABC Certificate in Graphic Design

London College of Communication
UAL, London, UK, 2007/2008

• Degree in Media Communication

University of Perugia, Italy, 2006

LANGUAGES

• **Italian:** Mother Tongue

• **English:** Proficient

REFERENCES

Available upon request