

Giulia Nidasio
Creative Project Manager

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2008

TOEFL Certification

English language test.

2007

Master's Degree

1 year full time Master in Design Management, Master RSP (Research Study Program) IED Barcelona, Spain.

Subjects of interest: Project Management, Strategic Management, Marketing Strategic, Finance, HHR.

2005

Bachelor's Degree

5 years Industrial Design, obtained at "Politecnico of Milan", with a Visual Communication specialization, a five years Master Degree, Milan, Italy.

2003

Erasmus Project

1 year, "University of Art & Craft", Budapest, Hungary.

2002

French Diploma

1 year, "Consorzio per la formazione permanente del Sud-Est di Milano", Principiant level, Milan, Italy.

1999

Degree

Social-Pedagogic High School, obtained at "Istituto statale Virgilio", Milan, Italy.

SKILLS

Strategy:

Creating benchmarks analysis.

Writing action plans.

Managing development plans.

Www strategy:

Defining the online corporate strategy.

Defining the information architecture and usability of websites.

Design:

Art direction interactive and printed.

Public Relations:

Defining the corporate message and writing communication tools (newspapers, press releases, press kits, leaflets, posters...)

Managing the relation with the media (regular communication, events, ...)

Management:

Briefing and managing operational teams

LANGUAGES

Italian Mother tongue

English Fluent

Spanish Spoken

French first level

Specialized in corporate strategy and digital project management.

February 2008 to now

Digital Project Manager

Machinas digital development, leading agency in interactive marketing communication, international accounts, based in Barcelona - Project manager on:

"ESPRIT" Worldwide: weekly newsletter, banners, games in 12 languages, internal communication. www.esprit.com

"La Rosa": Creation of the brand (Design and Project management): logo and logotype + 4 divisions logotypes (Luxury Hotel, Traditional Hotel, B&B, Goat Products branding), website, information architecture, usability, SEO/SEM strategy, 3 languages, Packaging design for all divisions. www.larosa.ch

"Circulo del Arte": rebranding of the e-commerce website, information architecture, newsletter, banners, 2 languages, usability, SEO/SEM strategy. www.circulodelarte.com

"Fried": rebranding of the e-commerce website, information architecture newsletter, banners, usability, SEO/SEM strategy.

"Leo Trippi": branding of the website, information architecture, SEO/SEM strategy.

For more projects please contact me.

www.machinas.com

2007

Web & Marketing Consultant

"Pens that Communicate" - Sydney, Australia. www.penshatcommunicate.com

Portfolio Coordination & Brand Consultant, "Maestros del Web - Latin America.

www.maestrosdelweb.com

Designer

Visual Identity of "Curso De Presentacion Y Venta de Pojectos", Project Management booklet, KION SL - Barcelona, Spain. www.kion.es

2006

Art Director

Lomah Studios, Sydney, Australia. www.lomahstudios.com

Web Site design, bottles packaging, Brand Communication business proposals.

Freelance Designer, Sydney, Australia. www.theinspirationroom.com

Designer

Millward Brown - Sydney, Australia. www.millwardbrown.com

Corporate presentation's database, Online Asia-Pacific region ogrganigram charts.

Freelance Designer Milan, Italy.

"FipNatroTech" web site www.natro.it; "Cdpress" audio & video web site, www.cdpress.it.

2005

Freelance Designer

"FipNatroTech" presentation for the italian and american market, Cd-Rom and packaging.

"TribecaLive" music pub web site, www.tribecalive.it

2005

Designer

Well-Tech" studio - Milan, Italy. www.well-tech.it

Projects developed: web site srestyling, corporate identity of "Well-Tech 2005 - Premio all'Innovazione Tecnologica" (invitations, brochures, ads, catalogue, video, interiors, exhibition design and award during the International Design Week in Milan, April 2005 - www.well-tech.it), public relations with the press.

"Acqua di Biella" project: web site (www.acquadibiella.it), public relations with the press, mailing lists, advertising strategies for foreign countries. Team Coordinator, 4 people.

2001

Proofreader

at "S.O.S Soluzioni Subito" Publishing - publishing design studio; WDE book cover, for "Web Design Experiments"; Corporate Identity for the Hungarian Design Association.

Groups, Associations, Extras

DMI Design Management Institute, Greenpeace, PADI certified.

2007 Workshop: Managing Design from Different Perspectives, by Tim Selders, PARK Advanced Design Management. Barcelona, Spain.