



Isabella Vecchi
Digital designer
London + Milan

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Creative skills

Softwares: Adobe Photoshop, InDesign, Illustrator, Muse.

Skills: Graphic design, Art Direction, Screen printing, Illustration, Photography, Copywriting.

Hello! My name is Isabella and I'm a London based digital and multidisciplinary designer.

I was born in Milan in 1996 and lived in Italy till the age of 16, when I was accepted into an exchange program that allowed me to spend a school year studying the USA.

That year abroad was a great growth experience that taught me a lot more than good English skills, allowing me to learn how to be independent and adapt quickly to new environments, eventually leading to the decision to move to London for University.

Education

- BA (Hons) Design for Art Direction, London College of Communication, UAL (2015 - 2018). Qualification: Bachelor of Arts.
- Liceo Artistico di Brera (Art High School of Brera), Milan, Italy (2010 - 2015). Qualification: Diploma di Maturità (Esame di Stato).
- Richland High School, Richland, WA, USA (2013 - 2014). Qualification: Honorary Diploma.

Working experiences

Junior Graphic Designer, MZ Skin, London (February - June 2019)

- Multi-disciplinary role that involved both strategic and creative tasks such as creating graphics for MZ Skin's website and newsletter, designing invites for press events, filming short promotional videos for new products and creating illustrations and graphics for social media.
- Took product photography pictures, working on shoots independently by setting up the lighting and set design, shooting and retouching.

- Developed a new social media strategy aimed to raise brand awareness within new markets and demographics. I analysed engagement data and researched competitors and trends in target countries, to propose new campaigns and photoshopped posts mock-ups.
- Wrote blog posts and weekly press recaps for the website.

Beauty consultant/Make up artist, BCB, Selfridges, London (November 2016 - Present)

- Worked in Selfridges's beauty section with brands such as Nars, MAC, Clinique, Tom Ford, Dior and Louboutin Beauty; usually getting assigned to a new brand on every shift.
- Working with different brands and products I was often unfamiliar with at the beginning of the shift, I learned how to adapt and learn quickly to assist clients according to Selfridges high customer service standards.
- Learned how to work efficiently in a busy luxury environment, helping a wide range of customers with professionalism and friendliness.

Student Ambassador, University of the Arts London, London (October 2016 - Present)

- Represented UAL during open days by leading groups of future students and parents on tours of the building and facilities, explaining the disciplines of each area keeping the groups interested and answering questions.
- Participated in various off-campus talks and events that often required to present my work and course program, improving my public speaking skills and confidence.

**Social Media intern, Julien Macdonald,
London (June and September 2018)**

- Worked on tasks such as taking and editing pictures, researching images and trends, writing Instagram captions and tweets, and advising the social media manager on ideas for new content.
- Ran errands such as buying fabrics, collecting orders and shipping packages.
- When needed, I helped with minor sewing jobs and tasks such as hot fixing crystals to garments in preparation for the fashion show.
- Took official behind-the-scenes pictures during the September fashion show.

**Intern/Assistant, Luca Finotti Studio, London
(November 2017)**

- Assisted Luca on the pitch for a commercial project by helping with research, sourcing images and creating the final document on InDesign.

WEP Ambassador, Milan, Italy (2014-2015)

- Worked during orientations weekends as an ambassador to prepare younger students for their exchange experience abroad.

- Worked at WEP's stand at the sustainability fair 'Fà la cosa giusta' promoting their humanitarian programs.

Shows/Exhibitions

- TBCTV, Somerset House, London (3-7 October 2018)
- Giardino dei Visionari's Fuorisalone exhibition, Milan (Design Week April 2018)
- Loading, Copeland Gallery, London (May 2017)
- (Not Quite) The Biennale, Copeland Gallery, London (May 2016)

Awards

- PLeNTY - Blogging Competition Student Choice Winner, Thesis InForm Symposium, London College of Communication (June 2016)

Portfolio of work

Available on [my website](#) or upon request