

Isabella Vecchi

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Work experience

Digital Designer

USC - May 2021, Present

Pitched campaigns to the wider team, supporting my ideas with references and mockups.

Worked on graphics independently, under the supervision of senior designers. Picked the content to display on different channels and web pages, and designed it to completion.

Worked independently on web changeouts, coding all pages according to the brand's needs and pushing campaigns live.

Worked on multiple UX projects such as designing product recommendation widgets.

Supervised and approved USC's newsletters design.

Junior Digital Designer

USC - Dec 2019 to May 2021

Supported the senior designers on current and upcoming campaigns, pitching ideas and working on graphics for web and social.

Handled web changeouts, coding the home and landing pages according to the brand's needs.

Redesigned old pages of the website, such as the Career page.

Junior Graphic Designer

MZ Skin - Feb to 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 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.

Wrote blog posts and weekly press recaps for the brand's website.

Beauty consultant/Make up artist

BCB, Selfridges - Nov 2016 to Feb 2019

Worked in Selfridges's beauty section with brands such as Nars, MAC, Clinique, Tom Ford, Dior and Louboutin Beauty.

Learned how to adapt and learn quickly, working with brands and products I was often unfamiliar with at the beginning of the shift.

Learned how to work efficiently in a busy luxury environment, helping a wide range of customers in a friendly and professional manner, according to Selfridges high customer service standards.

Student Ambassador

University of the Arts London - Oct 2016 to 2019

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 university course program, improving my public speaking skills and confidence.

Education

BA (Hons) Design for Art Direction, UAL, London College of Communication (2015 - 2018)
Qualification: Bachelor of Arts.

Skills

Softwares: Adobe Suite (Photoshop, InDesign, Illustrator, XD, Dreamweaver, Muse), Spark AR

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