

GIORGIA PAPPALARDO

CV
2024

senior
VISUAL DESIGNER

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giorgiapappalarDO@hotmail.it
Trieste • Italy

ME

I'm a 36-year-old designer with 10 years of experience in graphic & print design and multimedia communication both as a freelancer and an employee.

I have a Master's degree -magna cum laude- in Advertising, (Università per Stranieri di Perugia).
Skilled in written and verbal communication (in Italian, Spanish and English).

To me collaboration means not only working with others, but letting them work together. Listening, being patient, and analyzing nonverbal communication is the key to understanding and being a successful team.

In my free time I am a volunteer for ONCE (National Organization of Spanish blind people • Spain).

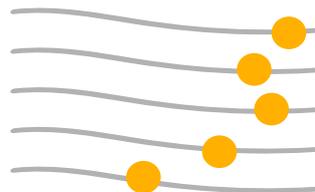
MYSELF

I might be a multipotentialite person.
I do love the feeling of being a beginner. I am a human movie & cartoon quotes.

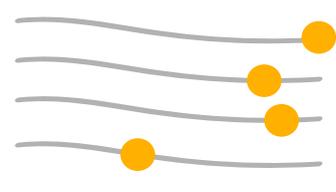
Last but not least: I am a proudly Lindy hopper.

& EVERYONE WE KNOW

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Adobe After Effects
Figma



Italian
English
Spanish
German



AT WORK

I determine the creative vision for digital products by maintaining a cohesive look & feel (e.g. MiAssumo, Ancheioinsegno, Huawei Smartbus APP) and I oversee the different teams working to bring to life successful products.

I am a "big-picture professional", both supervising and contributing to the entire creative process, guiding different professionals (e.g. copywriters, graphic designers, developers, UX & UI designers, suppliers, voice actors) and making sure everyone knows what to do, respects deadlines and expresses their needs in advance.

While leading multiple projects, I am always part of the design process, synthesizing abstract ideas into concrete design implications.

Being a first-hand part of the creative team, I know how to ideate, design and realize graphic content from scratch.

Using Adobe Creative Cloud (Illustrator, Photoshop, Indesign, After Effect) and Figma I can work both for online digital products (UX & UI, social campaign...) and offline (understanding the printing processes) in a consistent vision shared with team members and clients.

ADVERTISING
ONLINE & OFFLINE

WEB SITES

UX & UI

BRAND IDENTITY

LAYOUT DESIGN

POST-PRODUCTION

CINEMA

DIVERSITY & INCLUSION
ISSUES

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PORTFOLIO
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MiAssumo is a platform whose aim is to create a solid structure of networking between schools, families and businesses in Italy.

As Head of Design I drew up fast-moving action plans and finished product ideas from the very beginning till the launch (ideation, market researches, design, prototype, realization, testing, go live).

During these two years I've both supervised and contributed to the entire creative process, guiding different professionals: copywriters, graphic designers, educational content creators, developers, UX & UI designers, lawyers, stakeholders, investors companies.



#orientamento
#scuola #inclusione
#professioni



E se
Colombo
avesse avuto
gli **emoji**?

Parole O_Stili is a social awareness project against the use of hostile language. It encourages us to redefine the way we use the Internet and to choose our words carefully and responsibly, without ever forgetting that words are important.

I am proudly part of the creative & design area since 2018, ideating and design campaigns (both online and offline), artworks, social communication, training and organizing the annual event “Festival of Non-Hostile Communication”

> <http://tiny.cc/thefestival>

parole
 stili

The Manifesto of Non-Hostile Communication

- 1. Virtual is real**
On the Internet, I only write or say what I would dare to say in person.
- 2. You are what you communicate**
The words I choose define who I am. They represent me.
- 3. Words shape the way I think**
I take all the time I need to express my views in the best possible way.
- 4. Listen before you speak**
No one can always be right, and nor am I. I listen, with an honest and open-minded attitude.
- 5. Words are bridges**
I choose words to understand, make myself understood and get close to others.
- 6. Words have consequences**
I am aware that what I say or write can have consequences, small or serious.
- 7. Share with care**
I share texts and image only after I have read, assessed and understood them.
- 8. Ideas can be discussed. People must be respected**
Those whose views and opinions differ from mine are not enemies to be destroyed.
- 9. An insult is not an argument**
I accept no offensive and aggressive words, even if they support my point of view.
- 10. Silence says something too**
When it's better to keep quiet... I do.

Smartbus Web app is composed of quizzes to test everyone's knowledge about cyber-security and privacy. This web app is part of a bigger project of a brand new Bus, which travel around Italy. The Smartbus hosts 25 tablets with which students and citizens can play and learn about aforementioned themes.

I was part of the design team, working on UX & UI, design for communication and advertising. As operations coordinator I organized develop, realization of content and testing.



SMARTBUS
CYBERSICURIA BORDO

è un progetto



CON



SMARTBUS
CYBERSICURIA BORDO



CON



**Cybersecurity
privacy
& tools**



Le tappe del tour 2023

FEBBRAIO

Torino 6-9
Sett. Torinese 10,13,14
Novara 15-17
Bergamo 22-24

MARZO

Brescia 28/2-2/3
Cremona 7-9
Pisa 14-16
Livorno 21-23
Grosseto 27-29

APRILE

Viterbo 3-5
Frosinone 12-14
Latina 18-20
Caserta 26-28

MAGGIO

Salerno 3-5
Napoli 9-12





SKY TV - DUBBY - D&I



SKY _ DUBBY

in collaboration with SKY TV and Parole O_Stili

I was part of the unit that designed and developed an 'Inclusive Vocabulary' for all employees structured like a search engine.

I was in charge of the UI of the entire website.

Ancheioinsegno.it is a website with more than 500 educational sheets, cataloged by filter useful for teacher (e.g. key competencies, subject, school year ...).

It has 25.000 subscriptions and 3000 unique users per day. The project was in collaboration with the Italian Ministry of Education.

I was part of the design team, working on UX & UI, design for communication and advertising. As operations coordinator I organized development, realization of content and testing.



in collaborazione con



IL PERCORSO DI EDUCAZIONE CIVICA

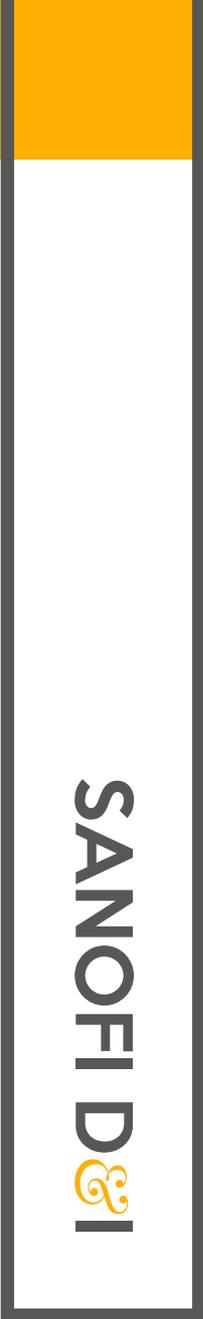
CITTADINANZA DIGITALE • SOSTENIBILITÀ • COSTITUZIONE

INFANZIA

PRIMARIA

SECONDARIA
I GRADO

SECONDARIA
II GRADO



SE NE PARLI NON È RARO

in collaboration with Sanofi and Parole O_Stili

I was part of the unit that designed and made the campaign to raise awareness about rare diseases using infographics, video pills, social posts and an emotional video.



Alessandra Istria
42 anni • donna

Vi racconto che...

Sono una manager di banca, ho una laurea in economia, suono la batteria e nei weekend mi piace provare ristoranti e sapori nuovi. Vado a lavoro a piedi, così ne approfitto per fare un po' di sport (odio la palestra) e la sera prima di rientrare a casa mi concedo sempre un bicchiere di vino o una birra. No, non ho figli e non credo proprio di volerli. Con la mia compagna non ne abbiamo mai parlato apertamente ma so che il un pensiero condiviso. Siamo una famiglia.

Lilliana Calanau
55 anni • donna

Vi racconto che...

Sono un'insegnante della secondaria di secondo grado. Vivo a Milano con il mio compagno e ho 3 figli avuti da due uomini diversi. Il padre del mio primo figlio ci ha abbandonati che il mio Simone aveva appena 4 mesi. Ho un forte accento romeno perché vivo in Italia "solo" da 25 anni e per questo spesso i miei alunni mi prendono in giro, a volte simpaticamente altre in modo un po' cattivo. Purtroppo me ne accorgo ma spesso lascio correre. Nel tempo libero frequento un club del libro e faccio karate. Sì, non hai mai visto una cinquantenne menare le mani?

Massimo Di Costanzo
30 anni • uomo

Vi racconto che...

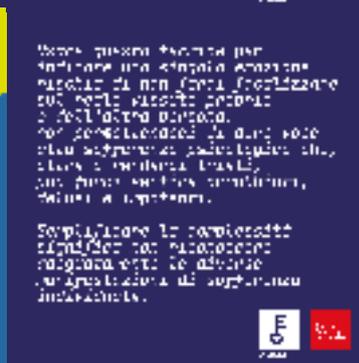
Sono single, sono di Treviso ma ho trovato lavoro a Roma. Torno a casa poche volte l'anno e quelle volte, immancabilmente, vengo subissato da domande come: "Ma quindi? Ce n'hai una ragazza?", "Quando ce la fai conoscere la fidanzata?". Per fortuna il mio sarcasmo e fionia mi tolgono sempre dall'impiccio, perché se dovessi rispondere con un "Ho un ragazzo e si chiama Mirko" chissà a quale scenette dovrei assistere. Quindi no, sorrido, taccio e continuo a vivere la mia vita serenamente da un'altra parte.

MEDIASET D & I

MEDIASET DIVERSITY & INCLUSION ROLE-PLAYING GAME

I designed the role-playing game for a Diversity & Inclusion intern training in Mediaset (the largest commercial broadcaster in Italy). The cards were printed on a rigid support and used to help people put themselves in the character's shoes during training.





LE PAROLE DELLA SALUTE MENTALE

in collaboration with Alice Onlus and Parole O_Stili

I designed and realized a campaign to raise awareness about the words for describing mental health, with a social campaign & email marketing campaign.



WEB SITES





**PREMIO
LUCETTA**

premioluchetta

PAROLE O_STILI

paroleostili

MIASSUMO

miassumo

SPAZIOU AU

spaziouau

A LOT DESIGN

ALOTdesign

LINK FESTIVAL

linkfestival_it

SOCIAL MEDIA





Smile and Learn - Italiano

65.200 iscritti



**Gli animali per bambini -
Vocabolario sugli animali...**

2,4 Mln di visualizzazioni •

2 anni fa



**ANIMALI VERTEBRATI per
bambini - Mammiferi, uccell...**

2 Mln di visualizzazioni • 2 anni fa



**Animali selvatici per bambini
- Vocabolario per bambini**

1,6 Mln di visualizzazioni •

2 anni fa

SMILE & LEARN

italian Channel

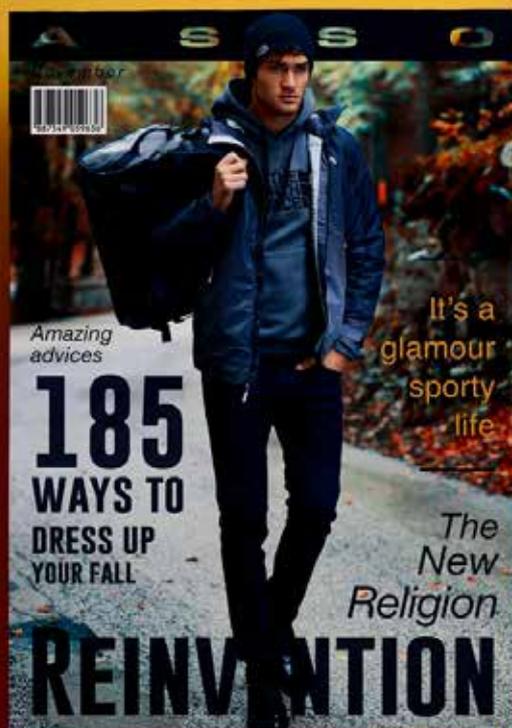
I was head of the unit that did post-production of Spanish videos for the brand new Italian channel (now 65k subscriptions and 17 million views).

We designed also 4 videos for Parole O_Stili to raise awareness about cyberbullying, hate speech, and digital citizenship.



LOGOTYPE & BRANDS

BOOK & LAYOUT



BOOK & LAYOUT



CINEMA POSTERS



ON THE MILKY ROAD

Emir Kusturica

I designed and sent to print
all graphic creativity
for Italian distribution
(Europictures)

CINEMA POSTERS



A BEAUTIFUL DAY

Lynne Ramsay

I designed and sent to print
all graphic creativity
for Italian distribution
(Europictures)

CINEMA POSTERS



LA MECCANICA DELLE OMBRE

Thomas Kruithof

I redesigned and sent to print
all graphic creativity
for Italian distribution
(Europictures)

CINEMA POSTERS

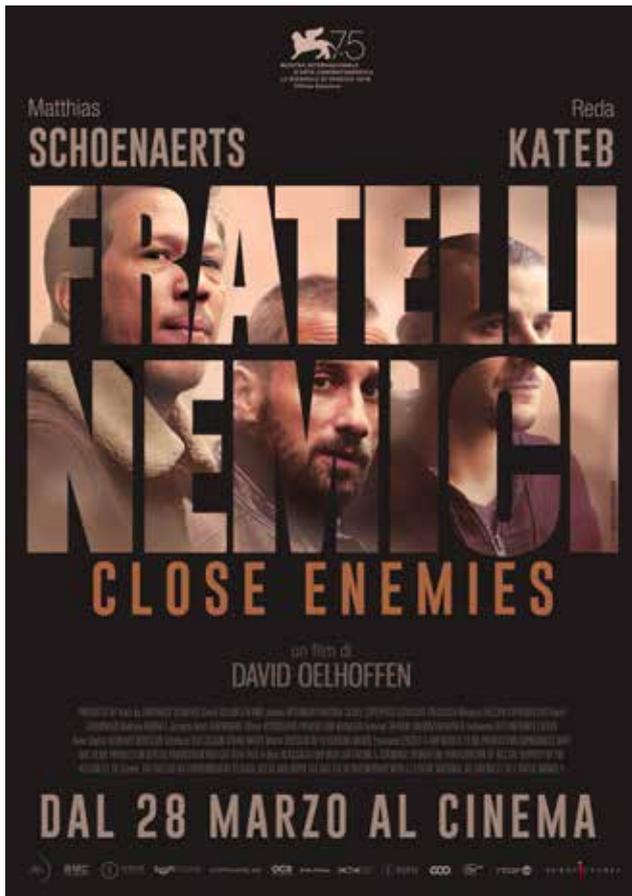


DEI

Cosimo Terlizi

I designed and sent to print
all graphic creativity
for Italian distribution
(Europictures)

CINEMA POSTERS



FRATELLI NEMICI

Davide Oelhoffen

THE HABIT OF BEAUTY

Mirko Pincelli



L'UOMO FEDELE

Louis Garrel

RESPIRI

Alessio Boni

CINEMA POSTERS



- BENE MA NON BENISSIMO**
Francesco Mandelli
- THE SPECIALS**
Eric Toledano
- I FANTASMI DI ISMAEL**
Arnaud Desplechin
- UNDINE**
Christian Petzold



THANK YOU

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