VALERIA PERSANO
Graphic & Web Designer

✉ valeria.persano@gmail.com 📍 Via Giovene 46, 70124 - Bari

📞 +39 320 42 11 620 🖱 valeriapersano.it Bē in ◯

About me

My creative mindset and passion for information technology led me to become a Graphic Designer, followed by ten years as a Web Designer.
Over my entire career, I have developed several projects, online and offline, from the idea concept to the final result.

Education

Sett 2010 - Sett 2011
Master in "Web Design"
Accredited by Puglia region
539 h/classroom and 461 h/internship

Sett 2004 - July 2008
BACHELOR DEGREE IN INDUSTRIAL DESIGN
Polytechnic of Bari
Faculty of Architecture

Soft Skills

- Creativity and communication
- Positive attitude
- Independence in problem solving
- Attention to details
- Fast learning ability

Work Experience

Web Designer e Web Developer - *Sept 2021 - March 2022*
Webora - E-commerce Agency
- Graphic design and website development on **MAGENTO.**
- Configuration of **MAGENTO** extensions.
- Content creation
- Mobile optimization.
- E-commerce building on **SHOPIFY**

Web Designer e Web Developer - *Nov 2016 - Aug 2021*
De Vision Communication slr - Communication Agency
- Graphic design and website development on WORDPRESS E PRESTASHOP.
- Theme design and development for website and CRM using **BOOTSTRAP and jAVASCRIPT(jQuery)**.
- E-commerce building on **PRESTASHOP and WOOCOMMERCE.**
- **Mobile-first** design of dynamic, responsive and **user-friendly** web layouts.
- Search engine optimization **(SEO)**.
- Elaboration of **vector and photographic** images for the web.
- **ADV ONLINE**:
- **GOOGLE ADS**
- **GOOGLE MY BUSINESS**
- Mail marketing with **MAILCHIMP**

Graphic freelance e Web Design - *Oct 2015 - Oct 2016*
- Graphic design and website development on WORDPRESS E PRESTASHOP.
- Graphic content creation (online - offline)
- Web marketing ADV

Graphic Software

Photoshop	● ● ● ● ●
Illustrator	● ● ● ● ●
Indesign	● ● ● ● ●
Adobe XD	● ● ● ● ●

Google Tools

Analytics	● ● ● ● ●
PageSpeed Insights	● ● ● ● ●
Search Console	● ● ● ● ●
Ads	● ● ● ● ●
Drive & Google docs	● ● ● ● ●
My Business	● ● ● ● ●

CMS

Wordpress	● ● ● ● ●
Prestashop	● ● ● ● ●
Shopify	● ● ● ● ○
Magento	● ● ● ○ ○

Framework, libreries

Bootstrap	● ● ● ● ●
Materialize	● ● ● ● ●
Animate	● ● ● ○ ○
Jquery	● ● ○ ○ ○

Markup Languages

HTML	● ● ● ● ●
CSS	● ● ● ● ●
SAss	● ● ● ● ○

Programming Languages

React	● ● ○ ○ ○
Javascript	● ● ○ ○ ○

Hobbies

Languages

🇮🇹 Native language 🇬🇧 Intermediate

m

Work Experience

Graphic Designer – *May 2013 - Sept 2015*

CityModa - Fashion Store

– Graphic content creation (online - offline)

- Executive print files production

- Planning of media activities (tv – stampa – tipografia - social - radio - affissioni)

- Daily updating of social and web channels

- Mail and SMS marketing

Graphic Designer - *Oct 2012 - May 2013*

Moscabianca – Communication Agency

- Graphic content creation (online - offline)

- Textual and photographic updates on JOOMLA.

Graphic Designer - *Oct 2011 - Sept 2012*

Oltrelidea – Communication Agency

Interniship

- Graphic content creation (brochures - business cards - logos - brochures - photo editing).

Customer Service inbound - *Oct 2011 - Sept 2010*

Transcom -

- Customer care inbound for INPS

- Online form filling

- Give information about new acts

- Providing technical assistance to fill out the online application form