

# AURELIA FONTANA GIUSTI

art director | brand designer | web developer

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**born** 27.05.1987 . france  
**nationality** french . italian

## WORK EXPERIENCES

03/2021  
CURRENT **VERT Capital, São Paulo, Brazil - [www.vert-capital.com](http://www.vert-capital.com)**  
**Financial business (B2B)**

**Head of Brand Design**

- . Evolution of brand identity
- . Development of the VERT brand and of its internal communication
- . Development of brand for clients - internal and external

01/2010  
CURRENT **FREELANCES, France - Italy - Brazil**  
**Head of Design**

**Art Director / Designer / Web Developer / Webmaster**

- . Brand identity / logos / magazines / illustrations
- . Creating visual contents for social medias
- . Designing and developing visual websites and e-commerces with different CMS (Wordpress - Joomla - Drupal - Prestashop - Shopify)
- . Conception and integration of websites
- . HTML5 - CSS3 - JS - MVC model
- . SEO / optimization of key words / URL rewriting

**SOME CLIENTS :**

Eurofins . Stradé . Restaurant "Le 46" . Parakian Paris . Sixième Son . Seem Soap . Université de Nanterre . Topa Beach Tennis . Agência Cheeeese . Man On Factory . Sophie Deram Nutrição . Pousada Vila Guara' . Triptyque arquitetura . Mocó Bar .

11/2018 - 09/2019  
10 months **Loggi, São Paulo, Brazil - [www.loggi.com](http://www.loggi.com)**  
**Logistics company**

**Senior Art Director / Senior Brand Designer**

- . Development of campaigns for internal communication
- . Development of visual designs. Improvement of the visuals and experiences in São Paulo's expedition centers
- . Creation of internal brands and development of their brand identity
- . Creation of content for social media channels

02/2016 - 08/2017  
1 year 7 months **Médialis, Paris, France - [www.medialis.com](http://www.medialis.com)**  
**Medical program developper**

**Project Manager / Web Designer / Front Web Developer**

- . Creative development of functionalities for the Médiatteam tool
- . UI / UX and web development for the digital solution of Médiatteam
- . Improvement and optimization of functionalities
- . Project manager, webmaster, web designer and web developper for specific Médialis clients websites
- . Development and improvement of Médialis and its partners websites

**Used technologies:**

HTML5 - CSS3 - jQuery - PHP - Smarty - Yii2 framework - CMS Drupal - POO - MVC ...

10/2014 - 10/2015  
1 year **NEWMANITY, Paris, France - [www.newmanity.com](http://www.newmanity.com)**  
**Eco social media**

**Head Designer / Front Web Developer**

- . Creation of graphic mockups and front-end integration for the development of the v.4 of the website.
- . Integration of new functionalities for Newmanity, eco social media.
- . Graphic creation of templates and development of the newsletter Newmanity in HTML5 and CSS3, respecting W3S rules.

03/2014 - 09/2014  
7 months **SIMPLÉBO, Paris, France - [www.simplebo.fr](http://www.simplebo.fr)**  
**New CMS for small businesses**

**Head of Design / Graphic & Web designer / Webmaster**

- . Creation of graphic mockups for the development of Simplébo's v.2.
- . Integration of the mockups in HTML5 and CSS3.
- . Visual creation and development of new templates thèmes.
- . Development of new tools to integrate in the templates (calendar).
- . Creation and development of specific websites for premium clients (<http://www.kingsworth.fr/>).

10/2010 - 09/2013  
2 years 6 months **MILLEFIORI MILANO, Milan, Italy - [www.milleforimilano.com](http://www.milleforimilano.com)**  
**Home fragrances and consumer goods**

**Head Designer / Senior Art Director / Marketing Manager**

- . Creation and development of catalogues and packaging.
- . following the launch of the new website (brand and eshop) developed by the italian studio [www.nettamente.com](http://www.nettamente.com).
- . International marketing manager international - managing the development of new visual working tools for the launch of new products in the shops.

01/2009 - 05/2009  
4 months **PUBLICIS CONSEIL, Paris, France - [www.publicisgroupe.com](http://www.publicisgroupe.com)**  
**Advertising agency**

**Junior Art Director - print & TV**

- . Creation and development of print and TV ads for clients such as: Garnier, Renault and Heineken.
- . Following the photo shootings for press ads.
- . Under artistic supervision of Pierre Pénicaut and Irene Fogarty.

01/2008 - 12/2008  
10 months

M&C SAATCHI GAD, Paris, France - [www.mcsaatchigad.fr](http://www.mcsaatchigad.fr)  
Advertising agency

**Assistant Art Director - print**

- . Collaborating directly with Art director's needs.
- . Development of concepts for the ads of Yves Rocher, Jameson, Havana Club and Pages Jaunes (french Yellow Pages).
- . Development of the bio brand identity for Yves Rocher.

2005 - 2008

AUSTRALIE, Paris, France - [www.australie.com](http://www.australie.com) - Advertising agency

Art Director (3 months)

MELTADV, Rome, Italy - Advertising agency

Art direction fellowship (9 months)

STUDIO DUE PAVESE, Rome, Italy - Design agency

Junior Graphic Designer (6 months)

EDUCATION

2013 - 2015

SAE Institute, Paris, France

Master+2 - web design (1/3) / web development (2/3)

HTML5 / CSS3

PHP / MySQL / JS (basic) / JQuery (basic)

Development in POO / MVC model

CMS / Wordpress - Prestashop - Magento - Joomla - Drupal

2005 - 2007

CENTROSTUDI COMUNICAZIONE COGNO & ASS., Rome, Italie

Masters+2 - graphic design / art direction

Adobe creative suite /

Illustrator - Photoshop - Indesign - Dreamweaver - Flash

2005

LYCÉE CHATEAUBRIAND, Rome, Italie

French and Italian economics baccalaureate.

ABILITIES

LANGUAGES

French

native speaker

Italian

native speaker

English

bilingual - spoken and written

lived in England and Australia

Spanish

good knowledge

Portuguese

bilingual - spoken and written

COMPUTER

Mac / PC



Graphics

Adobe creative suite

Illustrator



Indesign



Photoshop



Dreamweaver



Webmaster

HTML / CSS (HTML5 / CSS3)



PHP



SEO



Google trends / analytics



CMS

Wordpress



Drupal



Prestashop



Magento



Office pack



COMPUTER

Art Direction

Graphic Design

Visual Identity

Community Management

Development

of visual materials

Design and development

of websites

HOBBIES

TRAVELS

frequent traveller / world adventurer / lived in many countries

SPORTS

artistic gymnastics / swimming / volley / hip hop / ski / yoga / surf

LITTERATURE

french - itlaian - english - brasilian litterature / novels