

# ALICE CHIAVAZZA

CAFFEINA DESIGN  
FREELANCE GRAPHIC DESIGNER

@ alice@caffeinadesign.it  
www.caffeinadesign.it  
+39 333 4691585  
VAT: IT 10881670011  
Frazione Villa, 24 - 10070 Traves (TO)



What motivates me in everyday life is trying to bring a little beauty into a world that I feel ugly in its intents. My motivation mainly translates into the classic graphic designer work: from the logo design to the brand image, from the flyer to the packaging. In addition to the pure graphic design work, I also keep myself busy with digital illustration, digital learning development, and more recently with 2D animation and motion graphics. I prefer to work for small customers rather than for large corporations. I am naturally curious and I willingly explore new areas in which I can apply the skills acquired so far, with the hope of finding in the meantime new ideas for personal and professional growth.

## EDUCATION

### SCUOLA INTERNAZIONALE DI COMICS

Turin, Italy  
2011-2012  
Course on advertising  
and communication

### POLITECNICO DI TORINO

Turin, Italy  
2006-2010  
Bachelor's degree in  
Industrial Design

### LICEO SCIENTIFICO ETTORE MAJORANA

Turin, Italy  
2001-2006  
High school diploma

## SKILLS

### TECHNICAL

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe After Effects  
Articulate Storyline  
Suite Office

### PROFESSIONAL

Good level of english  
Problem solving  
Versatility  
Time management  
Client management  
Attention to details

## EXPERIENCES

### 2013 - TODAY FREELANCE GRAPHIC DESIGNER

Graphic design, logo design, branding  
UI/UX design, Web design  
Illustration, book covers  
Motion graphics, animation

Fields of application: classical music, cultural festivals, theater, e-cigs,  
food&drink, health, small businesses, childhood

### 2014 - 2018 SENIOR GRAPHIC DESIGNER & E-LEARNING DEVELOPER

InRebus S.r.l. - Turin, Italy

Graphic design (wbt, app, corporate image)  
E-learning design and development  
Illustration, video editing

Main clients: Jeep, Lancia, Maserati, Abarth, Fiat, FCA, Iveco, Intesa  
San Paolo, Reale Mutua Assicurazioni, Esselunga, Leonardo

### 2013 - TODAY FREELANCE GRAPHIC DESIGNER & E-LEARNING DEVELOPER

Eicon S.r.l. - Turin, Italy

Graphic design (wbt, web, edugames)  
E-learning development  
Illustration

Main clients: Mondadori Education, Zanichelli, Pearson, Infomedica,  
Comau, Gi-group

### 2011-2012 JUNIOR GRAPHIC DESIGNER

Eicon S.r.l. - Turin, Italy

Graphic and web design  
E-learning development  
Photo retouch, digital colouring  
Illustration