



## Let me **introduce** myself fist!

My name is **Alexandra Speranza.**

Creative, curious, daring and lover of coffee since 1989. I have a degree in Architecture and passion for graphic design and advertising from always. Over the years, thanks to many experience, I trained all the skills necessary to be able to work independently and in team in absolutely professional manner.

I dedicate all of myself to graphic design and the satisfaction of seeing materially made projects is priceless.

I have experience in brand identity, logo desing, use a brand book company, make advertising page and billboards. Also, I have experience in managing clients, creating a project from scratch and completing it even in the executive part. I can create final files for printing and also for the web. I worked as internal and external to creative agencies, as part of a group and also as an individual. I also worked with several copywriters and together we completed some important projects, especially in my work experience in Turin.

For the past 3 years I have also begun to approach the digital world, working on dem, landing pages, banners, newsletters, website layouts and website creation on the wordpress platform. I had complete about 15 website in this years and an e-commerce.

I like photography and sometimes I make my own set for adv campaign. I'm a font hunter, I like search everyday one new type. I like to start new experiences and I think this gives me the incentive to improve myself and always give my best in the workplace. I like challenges and I have no problem learning new languages and culture. I speak Italian (of course), English, a little bit of Spanish and German.



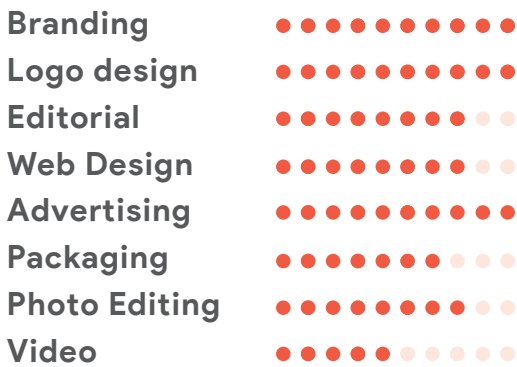
# Alexandra

Graphic Design | Advertising | Web

## Contacts

19 September 1989    info@alexandrasperanza.com  
 (+39) 346 3996120    alexandrasperanza.com

## Skills



## Software



## What I like



## Experience

- **2011 - 2015** at Gr@ficaExpress, Siracusa - Italy  
**GRAPHIC DESIGNER & SCREEN PRINTER**  
Main tasks: graphic design of flyers, cards, leaflets, logos, screen printing, adhesive carving, shop window creation, assembly and sign composition.
- **2015 - 2016** Fish & Chips Film Festival, Torino - Italy  
**GRAPHIC DESIGNER & ILLUSTRATOR**  
Graphic designer and illustrator for FISH & CHIPS INTERNATIONAL FILM FESTIVAL 2016 in Turin. I supported social activities such as posts, banners, newsletters, and contributed to the event's final creativity in the creation of leaflets, bookmarks, flyers.
- **2015 - 2017** at Italia Brand Group agency, Torino - Italy  
**GRAPHIC DESIGNER & ART DIRECTOR JUNIOR**  
Designer and art junior at ITALIA BRAND GROUP (big communication agency in Italy with international clients, now under Ernest&Young group), Here I worked with international clients like Ferrero, Luxottica, Lavazza, Pandora jewels, Aldi Italy, and more.
- **2017 - 2018** Freelance, Torino - Italy  
**DIGITAL ART DIRECTOR**  
I worked with an independent communication agency (Studio Crema) for which I mainly worked on developing digital and web materials, such as landing pages, dems, banners, newsletters, web site layouts, only at the front end level.
- **2017 - 2020** K80&Associati agency, Lecce - Italy  
**ART DIRECTOR & WEB DESIGNER**  
I deal with the most important customers, design logo, branding, advertising campaigns, billboards, brand book, video storyboard. In addition I deal with the whole web part, creating websites through the wordpress platform.
- **2019 - Now** Phase 4 Communications, Munich - Germany  
**ART DIRECTOR**  
I currently work as main art director at Phase4 Communications, in Germany, carrying out creative tasks (branding, corporate design, web design, pitch and more) and actively participating in customers management.

## Language

ITALIAN - Native Language  
ENGLISH - Advanced  
GERMAN - Basic

