

# Hi!

## Let me introduce myself first!

My name is **Alexandra Speranza**.

Creative, curious, and coffee lover since 1989. A year and a half ago I decided to move abroad, to Germany, to be able to increase my work experiences, deepen my English and learn a new language from scratch.

I have a **degree in Architecture** and I have always had a passion for graphics and advertising. Over the years, thanks to many experiences, I have trained all the necessary skills to be able to work independently and as a team in an absolutely professional manner. I dedicate myself entirely to graphics and the satisfaction of seeing the projects concretely realized is priceless. I have experience in **brand identity, designing logos, creating advertising pages and billboards**. Furthermore, I have experience in customer management, in creating a project from scratch, and in completing it also in the executive part. I can create final files for print and also for the web. I have worked internally and externally in creative agencies, as part of a group and also as an individual. I have also collaborated with several copywriters and together we have completed some important projects, especially in my work experience in Turin. I decided to complete my professional role by approaching the digital world, working on dem, landing pages, banners, newsletters, website layouts and website creation on the **WordPress** platform.

**I like photography** and sometimes I create my own set for the advertising campaign. **I am a font hunter**, I love looking for a new type every day. I like to start new experiences and I believe that this gives me the incentive to improve myself and always give my best in the workplace. I like challenges and have no problem learning new languages and cultures. I speak Italian, English, and German.

please, go to visit [www.alexandrasperanza.com](http://www.alexandrasperanza.com) to see all my works.

👉click THE BUTTON!



## Contacts

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## Education

2009 - 2015 *Degree in Architecture*  
 Faculty of Architecture, Siracusa  
 University of Catania, Italy

## Skills

Branding	●●●●●●●●●●
Logo design	●●●●●●●●●●
Editorial	●●●●●●●●●●
Web Design	●●●●●●●●●●
Advertising	●●●●●●●●●●
Packaging	●●●●●●●●●●
Photo Editing	●●●●●●●●●●
Video	●●●●●●●●●●

## Software

<b>ID</b> 90%	<b>Ai</b> 90%	<b>Ps</b> 80%	<b>Lr</b> 80%	<b>Ae</b> 50%
<b>Pr</b> 50%	<b>Xd</b> 40%	<b>Dn</b> 40%	<b>W</b> 80%	

## What I like

 cycling	 play and listen music	 travel
 photography	 cooking	 animals

## Experience

- **2021 - current Freelance**  
**Graphic & Web Designer**  
 Currently, at the same time to my employment at Phase4 also work as a freelance Graphic Designer for German customers from different industries, actively.
- **2019 - current at Phase 4 Communications, Munich - DE**  
**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.
- **2017 - 2020 at K80&Associati Agency, Lecce - IT**  
**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.
- **2017 - 2018 Freelance, Torino - IT**  
**Graphic Designer**  
 Collaboration with the communication agency "**Studio Crema**". I mainly worked for them as graphic designer for **MOPAR Fiat** web materials, such as banners, dems, newsletters, website layouts, landing pages, for the Italian, Spanish, German, French and Austrian markets.
- **2015 - 2017 at Italia Brand Group Agency, Torino - IT**  
**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.
- **2011 - 2015 at Gr@ficaExpress, Siracusa - IT**  
**Graphic Designer & Screen Printer**  
 Main tasks: graphic design of flyers, cards, leaflets, logos, screen printing, adhesive carving, shop window creation, assembly and sign composition.

## Language

**Italian** - Native Language  
**English** - Advanced  
**German** - Basic