



Edoardo Francesco Liotta

GRAPHIC & UI/UX DESIGNER

PERSONAL DATA

Gender: Male

Birthday: 26/08/1990

Nazionalità: Italian

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BUILDINGS

2019

UI Design Master

Talent Garden, Milan

2014/17

Master's Degree - Graphic Design & Multimedia

Libera Accademia di Belle Arti, Brescia

2009/14

Bachelor's Degree - Graphic Design and Business Communication

Accademia di Belle Arti, Catania

LANGUAGES

Italian: Native

English: Fluent (B1/B2)

KEY SKILLS

- **Graphic Design:** Branding, logo design, marketing collateral, and packaging.
- **Typography & Layout:** Expertise in editorial design and visual composition.
- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Premiere Pro, After Effects.
- **UI/UX Design:** Intuitive web and mobile interfaces with tools like Figma and XD.
- **Photography & Video:** Professional editing, production, and post-production.
- **Front-End Development:** Proficiency in HTML5, CSS3, and WordPress.

PROFESSIONAL PROFILE

Creative and detail-oriented Graphic Designer with 7+ years of experience in graphic design, web development, and multimedia. Proficient in creating impactful visual designs across print and digital media, branding, and marketing campaigns. Adept at combining technical expertise with creative vision to deliver compelling visual experiences.

WORK EXPERIENCE

09/2022 - Current

Graphic Designer | UI/UX Designer - Marketing Team

BaxEnergy, a Yokogawa company - Software solution for renewable energy optimization and automation services for industries.

- UI/UX design for Massaro group websites (BaxEnergy, Free mind foundry, Intellisync, Wisnam)
- Video/photo operator
- Video/photo editor
- Graphic designs for social media, Whitepaper, customer and employee interviews, podcasts, webinars and marketing material for international fairs (business cards, brochures and gadgets)

01/2024 - 04/2024

User Experience Designer - R&D Team

BaxEnergy, a Yokogawa company

- UI/UX design for new software of BaxEnergy
- Identify the product User Personas
- Customer Journey mapping
- Prototyping of software in development using FIGMA

01/2020 - 08/2022

UI/UX designer | Graphic Designer

Freelance, Europe

- UI/UX Design
- FrontEnd Development
- Maintenance and technical assistance for WordPress websites
- Video/photo operator
- Video/photo editor
- Blog and social media management
- Graphic design for social media, packaging and digital marketing material

04/2018 - 09/2019

Graphic Designer | FrontEnd Developer

Henable SCS ONLUS, Brescia, Italy - Specializes in website development and marketing services.

- UI/UX Design
- FrontEnd Development
- Video/photo operator
- Video/photo editor
- Blog and social media management
- Graphic design for social media, packaging and digital marketing materials



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SOFT SKILLS

- **Project Management:** Strong organizational skills to prioritize tasks, manage deadlines, and ensure project completion.
- **Team Collaboration:** Ability to work effectively in cross-functional teams and support colleagues to achieve common goals.
- **Effective Communication:** Clear verbal and written communication tailored to diverse audiences.
- **Time Management:** Proficient in managing multiple projects simultaneously while meeting tight deadlines.
- **Creative Thinking:** Skilled in transforming abstract ideas into visually compelling designs.
- **Strategic Planning:** Goal-oriented mindset with the ability to align creative outputs with business objectives.
- **Problem-Solving:** Analytical approach to identifying challenges and implementing practical, innovative solutions.
- **Attention to Detail:** Meticulous in ensuring high-quality and error-free deliverables.
- **Adaptability:** Agile in responding to feedback and navigating dynamic work environments.
- **Client Relationship Management:** Experienced in understanding client needs and delivering tailored solutions.
- **Leadership Potential:** Taking initiative and leading creative projects or team brainstorming sessions.
- **Emotional Intelligence:** Building strong relationships through empathy and active listening.
- **Conflict Resolution:** Effectively mediating and resolving workplace or project disputes.

WORK EXPERIENCE

10/2017 – 03/2018

Graphic Designer | FrontEnd Developer

D-namic® s.r.l. – certified incubator and accelerator,
Brescia, Italy

- UI/UX Design
- FrontEnd Development
- Video/photo operator
- Video/photo editor
- Blog and social media management
- Graphic design for social media, packaging and digital marketing material

01/10/2016 – 31/01/2017

Web designer (stage)

Incode Snc di Bravo L. e Molinari A., Cremona, Italy –
Creative studio specialising in full-stack development

- UI/UX Design
- FrontEnd development
- Video/foto operator
- Video/foto editing
- Blog and social media management

TOOLS

Graphics:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, AfterEffect).

Prototyping:

Figma, Xd, Sketch, Principle.

Website development:

ATOM, Wordpress, MAMP, FileZilla, GitHub.

Others:

Word, Excel, PowerPoint.

PROGRAMMING LANGUAGES

Frontend:

HTML5, CSS3, SCSS, JS, PHP