



Chiara Zardi

Digital designer

Personal

Name	Chiara Zardi
Birth	16 April 1997
Nationality	Italy

Contact

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Languages

Italian / native
English / C1 Cambridge
German / B2
Python/ basic
HTML CSS/ basic

Tools

Excel / +++
Power Point / +++
Word / +++
R Studio / +++
Miro, Figma & Mural / +++
Illustrator / +++
Photoshop / +++
Indesign / +++

Soft skills

time management
public speech
critical and creative thinking
networking
capacity for adaptation and flexibility

Work experience

Mar 2022 - present **Designer at BCG BrightHouse**

Support the team in creative tasks and purpose-driven consulting at BrightHouse. I contributed to rebranding projects for major companies, design pitches, compelling and effective presentation layouts and user-centered research.

Jan 2021 - present **Freelance Digital & Web Designer**

I work along with startups and SMEs to empower them and their brands in their design needs and digitalization processes. I specialized in design for brand identities, design pitches, effective presentation layouts, website design from UX to implementation, user-centered research and service design. Among my clients: Studio Harry Thaler, Panificio Moderno, Ontolis and One food.

Jul 2020 - Jan 2022 **Graphic and Web design at Studio Dia (Brixen)**

My work at Studio Dia includes brand identity and rebranding projects for companies, institutions, and hotels; packaging solutions for the food industry; visual communication projects for the city of Brixen/ Bressanone, including a Covid security sign system; design and implementation of websites and e-commerce in WordPress and creating content and social media communication strategies.

May 2019 - Sept 2019 **Art Director | LUNA 2019 | European Night of Research**

Set-up, event management and coordination of the "Long Night of Research 2019", a European initiative to promote, enhance and communicate research. Teamwork with Alice Moretto and Beatrice Cera

Sept 2015 - 2020 **Rhythmic Gymnastics coach**

Preparation of training plans and exercises in the gym for the rhythmic gymnastics teams of Trento and Bolzano.

Education

2020-2022 **Master in Entrepreneurship and Innovation**

trilingual MSc Free University of Bolzano, Italy
Relevant coursework: design thinking, prototyping & product testing, innovation & project management, service design

2018 **Bauhaus University Weimar**

exchange programme Bauhaus University Weimar, DE
Exchange student for the Fall semester 2018

2017-2020 **Bachelor in Design and Art - 100cl**

trilingual BS Free University of Bolzano, Italy
Relevant coursework: Graphic & Branding, Web and UI design, Product d. & Prototyping, Photography

2015-2016 **Classical High School Diploma - 100/100**

exchange programme Liceo Classico G.Prati Trento