



Elisa Miele

As a self-taught person, my to-learn-list never ends. Always seeking for new challenges, I tried to develop my creative side as much as possible, boosting my **marketing** knowledge with **design** capabilities. Through a Master's degree in **Communication and Marketing Psychology**, I have learned how to combine my skills in planning, data collection, analysis and creativity, gaining an overview of **brand strategies, Human-Centered Design and consumer purchasing behaviors**. My job experiences have given me expertise working in **fast-paced environments**, managing **short deadlines** and **last-minute changes**.

I'm Italian, currently living in Rome.
elisamiele@hotmail.com
+39 340 2283014

Education

2013

Prof. Course in **Copywriting**
Studio Hangloose

2013

Prof. Course in **Art Direction**
Studio Hangloose

2010 - 2012

M.Sc. in **Communication & Marketing Psychology**
110/110 cum Laude, *Sapienza - University of Rome*

2011 - 2012

Erasmus Learning Programme
UV - University of Valencia

2007 - 2010

B.A. in **Communication & Marketing Psychology**
Sapienza - University of Rome

Experience

2019 - Current

Brand & Product Designer (UX/UI)
Maypay

2018 - Current

Freelance Strategist & Designer
Portfolio website: flocostudio.com

2020 - 2022

Professor of UX/UI Design
Quasar Institute for Advanced Design

2015 - 2018

Brand Strategist & Designer
Fida srl

2014

Freelance Brand Designer
Various Brands | USA

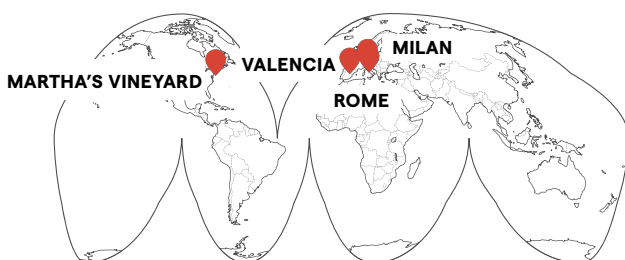
2013 - 2014

Jr. Web Graphic Designer
Wind

2013

Jr. Copywriter
Newman ADV

Places I've lived in & Language Proficiency



Softwares & Interests

XD / Figma / Sketch	<div style="width: 95%;"></div>	95%
Photoshop	<div style="width: 95%;"></div>	95%
Illustrator	<div style="width: 95%;"></div>	95%
InDesign	<div style="width: 95%;"></div>	95%
Premiere / AE / CupCat	<div style="width: 80%;"></div>	80%
WordPress / HTML & CSS	<div style="width: 95%;"></div>	95%
Google Analytics	<div style="width: 80%;"></div>	80%
Excel / PPT / Keynote	<div style="width: 95%;"></div>	95%





2019 - Current

June - Current

Maypay
maypay.com

Brand & Product Designer (UX/UI)

Created the Brand and designed digital products and communication strategy **from scratch**.

- **Ideate a comprehensive brand strategy**: brand positioning, tone of voice, vision, mission, value proposition
- Shape, own and **lead the Brand** development and **implementation plan**
- **Strategic analysis**: competitors benchmarking, define user journeys, analyze personas, identify market opportunities and lead strategic improvements, ideate go-to-market strategies and product launches
- **Define communication guidelines** and **create scalable design systems** (logo, typo, icons, brand stationery, digital assets), maintaining brand consistency across all touchpoints
- **Own the end-to-end design process**, from conceptualization to execution for communication materials, startup pitch deck, corporate presentations, digital products, emails, posts, videos etc.
- **Lead product design (UX/UI) and Copywriting** for company **website, mobile apps and platforms**: evaluate user requirements, ideate all functionalities, present **wireframes** and deliver high-fidelity **prototypes**
- **Oversee the development team** to shape all products from scratch, **identify optimizations** and **drive continuous improvement** to the starting MVP
- **Collaborate with different stakeholders** to ensure alignment with bureaucratic requirements and business goals
- Structure and update website contents and **lead wordpress development** for the company website
- **Conduct usability testing** and handle layout adjustments based on user feedback
- Ideate **communication & content strategy**. Craft social media content and own it at every step: from ideation, to stakeholder management, to scheduling, to performance analysis.

2018 - Current

October - Current

Freelance
flocostudio.com

Freelance Strategist & Designer

As a Freelance Consultant, I collaborate with entrepreneurs, companies, and agencies, working alongside independent professionals (developers, photographers, video makers) or design and marketing teams to create comprehensive digital products and brand experiences. **Floco Studio is my website and portfolio**.

2020- 2022

February - July

Quasar Institute for
Advanced Design

Professor of UX/UI Design

Designed a **UX/UI Design** course from scratch. Collaborated with colleagues to develop an innovative annual **Interaction Design (IxD) degree program**, integrating disciplines to facilitate interdisciplinary interaction.

- **Design lesson contents and themes**, workshops, case studies and exams
- Support and guide students in developing UX/UI skills with feedback and personalized advice
- **Teaching** based on a holistic approach: all subjects are interconnected and can only be explained by referring to the Brand. **Tools: Adobe XD / Figma / Balsamiq / Photoshop / Illustrator**.

2015 - 2018

November - October

Fida

Brand Strategist & Designer

Collaborated with the Managing Director and the Sales team to lead the **Corporate Rebranding**. End-to-end Project Planning & Management, Design Strategy and Brand Innovation.

- Define **Brand Strategy & Brand Identity** and maintain brand consistency across all touchpoint
- **Cross-functional Team Coordination**: scheduling project's activities and dependencies
- **Website IA/UX/UI**: user research, wireframing, prototyping, copywriting, web design and web development. Conduct usability tests and analyze results to improve the user experience.
- On-page **SEO Strategy** > +40% Organic Search Traffic
- **Copy and Graphic Design** for ATL/BTL/TTL communication and Branding materials
- **Email Campaigns Management**: layout design, content writing, landing pages development
- Collaborating with clients by offering **UX consultancy** for digital signage software solutions
- Marketing, communication and design support for sales activities, events and trade shows

2014

June - October

Freelance

Brand Designer

Worked together with a group of American freelancers to **develop communication materials** for restaurants and farms on Martha's Vineyard, a quiet little island located in Massachusetts, during the summer.



2013 - 2014

November - June
Wind

Jr. Web Graphic Designer

Worked on internal communication projects, refreshing the Intranet site design and developing institutional communications.

- **UX/UI, Web and Graphic Design:** preliminary analysis of the usability, wireframes and prototypes design for the intranet website (Advertising Archive, Internal Rubric, Press Release Archive)
- **Corporate communication campaigns:** brainstorming, creating and elaborating banners, info graphics, application forms, surveys and landing pages (Opinion Survey 2014 / "Bimbi in Ufficio" event / Wind Summer Campus / Voice Up Corporate Magazine)
- **HTML development,** uploading to SharePoint

2013

April - September
Newman ADV

Jr. Copywriter

Six-months internship in an ADV agency that works in conjunction with a network of independent creative professionals.

- **Copywriting** for Roma Servizi per la Mobilità, designing print campaigns and web radio promotional ads in partnership with the creative team
- Annual report supervision for Istituto Superiore della Sanità: iconographic research and texts correction
- **Project management:** client-facing workflow design and creative network management