

■ raffaella isidori

Senior Multidisciplinary Design Expert ■ Creative Polymath ■ Strategic & Creative Consultant & Director

■ executive summary

- **Creative polymath**, with 35+ years' experience in **multidisciplinary design** [PRINT: graphic, packaging, adv; DIGITAL: experience (UX), IA, UI, interaction, service; ART DIRECTION; CREATIVE DIRECTION; EVENTS], **branding**, **strategic consulting**, and **integrated marketing communication**, along with excellent **writing** and **project management** skills.
- Over **30 years of design, strategic, and branding consulting**, as well as **copywriting, editing, translation and transcreation**, in both **English (US)** and **Italian**.
- Other skills include: **strategic integrated communication consulting**; **holistic experience design** (including Service and CX) and **digital interaction design**; **Information Architecture**; **data visualisation**; basics of **analysis & research**, as well as **video & motion media design**.
- Equipped with a full set of "**human skills**" - from **remote work** to **team & project management**, to **active listening** and **emotional intelligence**. Applies **mindful, user-centric, and lean principles**.
- Passionate about education, soft-skills-building, mental health awareness, and empowerment.

■ professional experience

- Since 1998 ■ **raffaella isidori: thesign.it** - founder & creative director
A creative lab for integrated communication & brand building where experience and tradition meet new technologies, new media, and new forms of interaction.
- Since 2019 ■ **Humanise srl** - founder & CEO
A startup with a social vocation that operates for social impact by facilitating conversations, promoting awareness, advocating, and providing training and education for: inclusivity, ethics & sustainability, human skills, digital culture, and mental health & wellness in organizations.
- Since 2019 ■ **TRIMIS, IRC-EU Commission, Ispra** - Senior UX design expert, communications, & data viz
GOALS: *redesign the TRIMIS portal to create a cohesive and engaging experience; visualize the online data information; design of print publications, event material and multimedia presentations; curate communications; manage production, analytics, and SEO.*
VALUE PROVIDED: *redesigned the online experience (IA, interface, interactions, data visualization, UI and visual assets, etc.) mindful of accessibility, responsiveness, and performance, within the strict EUC parameters. Create project's design system. Design publications (newsletter, reports, factsheets, etc.) and other visual communications material. Managing production and providing support for the team and for development.*

SOME OF MY LATEST PROJECTS:

- **EURSPA, Roma** (06/21-11/21) *Information Architecture, Experience design, UI, Creative Direction* for a new website of the publicly participated company that manages the EUR quarter in Rome.
GOALS: *create an effective, noticeable, and opportune online presence; organize and offer a great variety of different content; serve the different divisions of the company.*
VALUE PROVIDED: *designed a stylish, recognizable, and appealing theme for Drupal, technically advanced and mindful of accessibility, responsiveness, and performance.*
- **Human Technopole, Milano** (03/20-10/20) *Experience + UI design, Information Architecture, Art & Creative Direction.* Design of new website for this national research centre.
GOALS: *create an effective, noticeable, and opportune online presence to reinforce the brand and to bolster, through design, the values of the project.*
VALUE PROVIDED: *designed a stunning and powerful online presence, recognizable and appealing, technically advanced and mindful of accessibility, responsiveness, and performance.*
- **UNDP - Business Call to Action** (08-10/19) *Branding, website, print & digital comms - bctaforum.org.* Business Call to Action is the largest global inclusive business platform supporting core business solutions for development and providing public recognition for the private sector's contribution to development. The BCTA Annual Forum is a side event of the UN General Assembly.
GOALS: *design an engaging, cohesive, and appealing look for the BCTA Annual Forum 2019; provide a turn-key online presence; all communications assets; manage website content and all technical aspects.*
VALUE PROVIDED: *designed the brand, the experience, and the visual language for the event; built and managed a WordPress-based website; designed all assets: UI, print, digital, and social media.*
RESULTS: *a cohesive and appealing brand image and online presence for the event, with a strong, easy to decline, and potentially recurring brand, visual, and digital structure.*

■ top hard skills

art direction ■■■■
 branding ■■■■
 creative direction ■■■■
 design (digital & print) ■■■■
 event organization & mgmt ■■■■
 integrated communications ■■■■
 marketing strategies ■■■■
 motion media design ■■
 photography ■■■■
 project management ■■■■
 strategy & consulting ■■■■
 UX/UI ■■■■
 writing & editing ■■■■

■ software

adobe creative suite ■■■■
 presentation design tools ■■■■
 prototyping tools ■■■■
 microsoft office suite ■■■■
 remote work tools ■■
 SMM & DEM tools ■■

■ key soft skills

active listening
 critical thinking
 emotional intelligence
 flexibility
 leadership
 loyalty
 multiculturalism
 resilience

■ languages

English: native
Italian: native
French: intermediate

■ work philosophy

- Designers craft solutions.
- Great design is invisible.
- Quality is in the details.
- Striving for the golden nexus between perfection and delivery.

■ links & contacts

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FOR MORE DETAILS VISIT:
<https://raffaellaisidori.com/about-me>, or my [Linkedin page](#)



■■ advanced ■■■ expert

education

Passionate, continuous learner. While hard at time to reconcile with entrepreneurship, family, and life, studying is amongst favourite activities, both to remain professionally relevant and to try to quench an insatiable curiosity about how minds and mechanisms work.

- 2023 ■ Prompt Design - Certificate - Online - promptdesign.it, Qubigames srl
- 2021 ■ Learning Experience Design - Certificate - Online, Novoed
- 2016 ■ Interaction Design Specialization - In Progress - Coursera - UC, San Diego
- 2013 ■ Master of Arts: Broadcast Design - Motion Media Design - SCAD, Savannah, Ga
- 1991 ■ Bachelor of Fine Arts: Advertising Design, Summa Cum Laude - FIT, New York, NY
- 1988 ■ Associate in Applied Arts: Photography, Magna Cum Laude - FIT, New York, NY
- 1984 ■ Diploma di Maestro d'Arte, sez. Grafica Pubblicitaria - Istituto Statale d'Arte di Orvieto Italy

other professional experiences

- Since 2021 ■ **United Nations Development Program: ExpRes Roster**
- 2018-2021 ■ **UNDP (United Nations)** Selected Expert Roster: *Digital Communication & Web Design*
- Since 06/18 ■ **Manafactory, Roma, Italy** *on-project creative direction, branding and design.*
- 2011-2018 ■ **Associazione LaStrada, Italy** - image & communications, digital, events
- 2006-2009 ■ **Ratio Consulta SPA, Milano** - image & communication manager
- 2001-2002 ■ **With love from Umbria, US/Canada** - promotional event design & organization
- 1998-1999 ■ **Barabino & Partners, Milano** - senior graphic designer
- 1997-1998 ■ **Landò-Nardi, Milano** - senior art director
- 1995-1997 ■ **Italiana di comunicazione, Milano** - senior art director
- 1993-1995 ■ **Armando Testa, Milano** - art director
- 1991-1992 ■ **McCann-Erickson, New York** - junior art director

speaking & workshop engagements

In the last couple of years, actively involved in speaking at international conferences and holding workshops, both in English and in Italian, focused on **branding, design, digital** competence, and on **mindfulness** applied to work, life, and design. Details: <https://speaking.raffaellaisidori.com>

teaching experience

As a teacher, firm believer in the heuristic approach, in teaching through experience, and in fostering students' problem-solving abilities.

- 2014-2018 ■ **Accademia di belle arti, Novara, Italy** - contract professor
- 2014-2016 ■ **Politecnico di Milano, Italy** (polidesign.net) Design Department - lecturer
- 2004-2007 ■ **Istituto Europeo di Design, Milano** - contract professor

translation/localization/transcreation experience

- Since 2018 ■ **SDL, UK** - transcreation, cultural consulting (Pirelli, Centrica, Amazon, etc.)
- Since 2016 ■ **WP-Translation Pro, France** - software localization, translation and revision
- 2011-2012 ■ **ProTranslating, USA** - translation
- Since 1998 ■ **Freelance** copywriter, editor, and translator

interests & objectives

Interests and objectives for the future focus on **consulting on communications and design**, on cultivating **meaningful projects**, preferably with a global reach and focused on advancing design-related contexts. Ideally, these experiences will **include research, design, strategy, and communications**, and will **operate to empower, educate, and raise awareness**.

volunteering, open source, and personal projects

- Founder and president of non profit cultural association **Design Culture Collective**, dedicated to promoting the culture and value of the design practice
- Co-organizer and Design Lead (digital, web, communication, motion media and data visualization): **WordPress Translation Day 4** (May 2019); **WordPress Translation Day 3** (September 2017).
- Believer in collaborative work and in the need to protect the weaker and empower women worldwide.
- Pastor of a large furred family, I do all I can to help and sustain animal shelters.

appreciates and enjoys:

things done well
smiles
design, in all its forms and principles
typography
respect
reading & writing
learning & teaching
helping out
misfits
cooking & eating
traveling alone
overcoming obstacles
cool tech stuff
colors
discovering unknown places, roads, and stuff
practicing mindfulness
keeping a holistic vision of life

personal details

DOB: Sept. 14, 1966
POB: New York City, NY, USA
Virgo sun, Aquarius rising.
Empath | HSP | INFJ

citizenship/working permits

US Citizen
EU (Italian) Citizen
UK N.I. Number

professional associations

IWA - International Web Association

IxDF - Interaction Design Foundation

AIGA - The professional association for design (*former member*)

AIAP (Associazione Italiana Design della Comunicazione Visiva) (*former member*)

elective associations

Design Culture Collective

ASSIPOD (Italian Podcasting Association)

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