



## Hello, I'm Anna

### I AM

Anna Negrini

### I LIVE

In South London

### CALL ME

0 755 298 4320

### WRITE ME

anna@pannacida.biz

### MY PORTFOLIO

pannacida.biz

### LET'S CONNECT

in

I'm a passionate Web & Graphic Designer with a diverse skills set that allows me to work in different areas of my field. I like being versatile and searching the best solution to each project, alone or as a part of a team.

**+ I BELIEVE** in diversity, problem solving, good dialogue, hard work and in the Mighty CSS.

**+ I AM** self-motivated, research passionate, good listener, flexible, detail-oriented and glow in the dark.

## My skills

**+ Conceptual and visual skills** in print, web and photography: from the idea to completion with web and print-ready artwork.

**+ Visual design, branding, typography,** print design, photo-retouching, illustration, infographic, large formats, email newsletters.

ADOBE PHOTOSHOP / INDESIGN / ILLUSTRATOR / DREAMWEAVER CC



ADOBE FLASH (F.R.I.P.) / ANIMATE CC



ADOBE PREMIERE



OFFICE



WORDPRESS



NEWSLETTER CMS (MAILCHIMP)



HTML5 / CSS3



JAVASCRIPT / JQUERY



WIREFRAMING TOOLS (AXURE, BALSAMIC)



SKETCH



ONLINE PROTOTYPING (INVISION, MARVELL APP, ETC.)



We live in symbiosis

We are good friends

Our paths cross very often

We met only recently but we get on

## I've worked as

**SENIOR DIGITAL DESIGNER @ GREENLIGHT LONDON**

**05/2017 - 07/2017**

**+ Illustrations** for Rajapack campaign "Wrap it up: how to package unusual items", design concept and layouts for interactive content pieces (Homeserve's interactive quiz, Furniture Village's summer campaign) **+ Some print design and production of collaterals**

**FREELANCE GRAPHIC / WEB DESIGNER LONDON**

**01/2014 - NOW**

**+ Collaboration** with Communication Agencies, Brand Strategists, Marketing Managers and startups on various projects (branding, responsive websites, print & digital design) **+ Freelancing** allowed me to develop my organisational and communication skills: being proactive, presenting my ideas and deal with clients, budgeting and managing my time often with tight deadlines, pushing myself out of the comfort zone, solve the problems, deliver my work to third parties efficiently

**SENIOR WEB DESIGNER @ WINONAESOLUTIONS LONDON**

**05/2013 - 12/2013**

**+ Non-profit** (International Alert, Frontline, Breast Cancer Care, CLDF), fashion (London Fashion Week, Emilia Wickstead, British Fashion Council), health/wellbeing & corporate clients **+ Wireframes** based on scoping documents, concept & layouts following the brand guidelines **+ Concepts & layouts** for pitches **+ Front-end development** when Wordpress websites **+ Managed** numerous design projects simultaneously with frequently changing priorities

+ Creation and development of online and offline work over 9 Bingo Sites and affiliates (website redesign , weekly promotions, animated banners, mailer templates and images, LPs and promotional banners) + Developing concepts and turning them into engaging final designs maintaining the site brand identity + Managing workload on numerous projects in a fast-paced environment with frequently changing priorities + Assisting the Head of Digital Design, as well as being able to cover some aspect of her job when absent

## FLASH ANIMATOR, HTML CODER @ HOWOCO LONDON

08/2010 - 07/2011

+ Coding & optimizing the design for HTML websites, newsletters, banners (Flash, GIFs and HTML) + Works for clients such as BT, National Grid, Redcare

## FREELANCE DESIGNER LONDON

2009 - 07/2010

+ Volunteer Graphic Designer for London charities (The Window, EnlightenNext) + Personal clients

## DESIGNER + ART DIRECTOR @ RDI LECCO | ITALY

1998 - 2009

+ Creative concept solutions, design and production + As a Senior Designer I directed and mentored junior designers + Developed projects closely with web/Flash programmers, copywriters and directors + Interface with the client & third party printers + Succeed in winning with my team several idea competitions to acquire important clients

## INTERACTIVE DESIGNER @ MILAN POLYTECHNIC COMO | ITALY

1996 - 1997

+ As to be their only designer, I was in charge of the design for all of the projects + Taught basic Graphic Design theory (Laboratory course in Web & HTML)

## \_ The side project

## MAU T-SHIRTS MAU-APPAREL.CO.UK LONDON

2012 - ONGOING

+ 100% organic cotton GOTS certified maxi t-shirts.

## \_ I've studied

+ Online courses (Lynda.com, Coursera): Sketch, Animate, CSS Canvas, UI design tools	2015/16
+ Online courses (Future Learn): Brand storytelling, Creative coding (ongoing)	2015/16
+ Web-Marketing Workshop	2009
+ Flash Workshops (Animation, AS3)	2001/03/07
+ Advertising and Art Direction Workshop (D&AD, London)	1996
+ Graduate Diploma in Graphic Design Istituto Arte e Messaggio, Milan	1990
+ High School Diploma in Pedagogy + AI (Law)	1987

## \_ I like



PHOTOGRAPHY

JAPAN

TEXTURES

SAUL BASS

VISUAL ARTS

NETFLIX

## \_ I speak



ENGLISH Full professional proficiency



ITALIAN Native