


CV

Roberta Diana

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Summary



I am a truly dedicated and creative Graphic Designer and Communicator with work experience at companies in several sectors.

I am very confident with Illustrator, Photoshop and InDesign, and I always try to combine the graphics with effective messages by using several channels to communicate.

Moreover, I have a particular intuition in understanding customer needs and I am very effective in thinking and developing tailored communication strategies.

As a colleague I am purposeful, enthusiastic and structured and I have a good working discipline. It is very natural for me to perform independent tasks, but I also focus on good cooperation. I am very curious and always open to new learning.

Work experience

September-December 2020 – Project Associate at FableWood - Odense

(Part of the project organised by LEAD THE TALENT)

- Design of graphic materials both digital and printed
- Concept development
- Market Analysis
- Branding Strategies

→ **Results:** I provided the company new ideas for Branding as well as new concrete graphic materials for use.

2018 - 2020 – Graphic Designer and Copywriter within the Italian Market at Wellvita - Esbjerg

- Creation of graphics and content on DanDomain's CMS for the Italian website (front page, product pages, product cards)
- Advertisements for Italian newspapers and magazines (content and layout in InDesign)
- Design and content for online campaigns, newsletters and printed advertising material in Italian

→ **Results:** Creating a new project from the base to launch and sales, by following all aspects as well as assessing and solving challenges step by step.

April-July 2018 – Graphic Designer and Marketing Assistant at French Pharmacy - Esbjerg

- Design and development of graphic materials for the promotion of beauty products (e.g. Showcards, Posters, Offer signs)
- Creation of promotional newsletter

→ **Results:** A new and refreshed design for advertising campaigns and points of sale, both with printed and digital graphic materials.

2017 – Internship as a Multimedia Designer and Communicator at Ribe Kunstmuseum

- Customer research and creation of different communication strategies, in order to increase the visibility of the museum
- New ideas and visual proposals
- Development of a dedicated section for the Italian tourists on the museum's website

→ **Results:** Acquisition of useful data regarding visitor's behaviour, concrete launch of a new section on the website and new concrete visual suggestions for the future Branding of the museum.

2012 - 2019 – Teacher in Italian language and culture at several evening schools in Horsens, Vejle and Esbjerg

2005 - 2010 – Communications officer and Web Content Editor at various companies in Italy, including the pharmaceutical multinational company GlaxoSmithKline SpA (GSK Italy)



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Education and Courses

2017 - AP Graduate in Multimedia Design & Communication at the Business Academy South West in Esbjerg

The purpose of the vocational programme in media and communication is to qualify graduates to independently undertake work developing, planning, realizing and managing multimedia tasks and participate in the implementation, administration and maintenance of multimedia productions.

2015 - Studieprøve – Danish Language - Academic level

This test is usually the Danish-language admission basis for higher education. The test consists of a written and an oral part. Tests are taken in reading comprehension, written presentation, listening comprehension and oral communication.

2010 - Course about publishing in the age of the Internet at the *Literary Agency Herzog* in Rome

2001 - MA degree in Art History and Italian Literature at the University of Cagliari, Italy

Italian Pre-reform Degree (old regulation) in Humanities, with History of Art as a prominent subject. I passed all the final exams for the scheduled 20 annual courses. Each one of these courses is equivalent to a number of ECTS credits equal to 10-12. My graduation thesis, for which I obtained the maximum grade (110/110 cum laude) was about the Norwegian painter Edvard Munch and the influence of the Scandinavian Theatre of his time (especially Ibsen and Strindberg) on his work.

This degree is equated to the first and second level degrees (master degrees) in order to participate in the PHDs.

IT skills

Microsoft Office

Word - Advanced

Power Point - Advanced

Excel - Intermediate

Microsoft Outlook - Experienced user

Experienced user of several **collaboration software** including Microsoft Teams, Slack and Trello

Navision - Basic knowledge

CMS - Experienced user of several Content Management Systems, including WordPress, Concrete 5, Dan Domain Webshop

HTML - Knowledge

CSS - Basis knowledge

Adobe Creative Cloud

Illustrator - Advanced

Photoshop - Advanced

InDesign - Advanced

Autodesk Maya - Intermediate

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Languages

Danish – Fluent
English – Fluent
Italian – Native
French – Beginner level
Norwegian – Beginner level

Personal information

I was born and grew up in Sardinia, Italy. I have also lived in Verona (Northern Italy) and in Rome for several years, due to work. I am married to Jens Viggo and have been in Denmark since August 2011. After the first two years in Aarhus, we have lived in Esbjerg for 7 years. We moved to Odense in August 2020.

Art, movies, music, yoga and food culture are some of my primary hobbies.
I care about environmental protection, human rights, poverty reduction and animal welfare.

In addition, I like to get involved in voluntary activities, and have been a board member of the Italian cultural association "Dante Alighieri - Southwest Jutland" from 2015 to 2017.

My Portfolio

View my **Online Portfolio** [here](#)