



Roberto Tanasi

01/11/1987

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SKILLS

COMPUTERS

Excellent computer skills acquired through study and personal and university-based exploration. Proficient in operating systems from Windows 7 onwards. Strong proficiency in Adobe software package (Photoshop, Illustrator, InDesign, and others). Skilled and creative in 2D graphics design. Experienced in creating, managing, updating, and optimizing responsive websites using HTML5 and CSS3, with rudimentary knowledge of JavaScript, PHP, and Bootstrap. I have a basic understanding of most design software and branches, which provides me with a comprehensive perspective, enabling me to choose the ideal method and tool for each situation.

COMMUNICATION

I have the ability to independently organize work, manage time, and meet deadlines throughout the process from ideation to the completion and approval of assigned projects.

ORGANIZATIONAL

I am able to effectively communicate with individuals or work groups, thanks to the experience gained through professional collaborations and freelance work. I can communicate verbally and visually in a clear, concise, and precise manner, addressing the specific clients or stakeholders directly.

TRANSVERSAL

Strong analytical and problem-solving skills, adaptability, and flexibility. Excellent decision-making and planning abilities, as well as a high level of emotional intelligence and resilience to stress.

LINGUISTIC

Native Italian speaker, B2 level in English.

My passion for the digital world began in the early 90s, thanks to video games. With my first Personal Computer in 1999, running Win-98 and later Win-XP, my interest in Graphics and Web design began, using applications such as Macromedia Fireworks, Flash, and Dreamweaver. After completing high school, I further expanded my knowledge through a Multimedia Editing course, an internship, an intensive English course in Dublin, and various professional experiences and collaborations with advertising and event agencies. I also obtained a Bachelor's degree in Graphics and Multimedia Design from La Sapienza University in Rome, which provided me with valuable insights into Visual Communication and Aesthetics.

Some of my most recent experiences involve creating responsive corporate websites, both single-page and multi-page, managing social media presence and branding, photography and post-production for e-commerce articles, vehicle and surface wrapping graphics, developing corporate branding, designing and creating signage, billboard advertising, road signs, banners, window decals, and Forex prints.

EXPERIENCE

Professional collaboration from 07/2022, ongoing

"Deacosmesi 80" - perfumery, leather goods, lingerie, makeup, and body care - Castrocielo (CE)
Graphic design for road signage, corporate identity for products, promotions in the two retail stores, graphics, packaging, and naming for new product lines.

Professional collaboration from 06/2020 to 07/2022

"Simoni & Servizi" - Wholesale trade of beverages - Penitro, Formia (LT)
Promotional graphics for street food sales trucks, roll-ups, menus, price lists, logos, coordinated graphics.

Professional collaboration from 06/2020 to 09/2020

"Mela Eventi" - Event and communication agency - Roma (RM)
Graphics for events, company brochures, vehicle and surface wrapping.

Professional collaboration dal 11/2019, ongoing

"Mant Agency" - Advertising and communication agency - Mondragone (CE)
Graphics for roadside billboards (up to 12x3m), signage, window decals, corporate identity for businesses, graphics for social media, responsive websites.

Professional collaboration from 10/2019 to 03/2020

"Commelit" - Computer equipment reseller - Fondi (LT)
Graphics for advertisements, social media, web, and print, product photography with lightbox and post-production, management of Facebook page.

Freelance work from 2016, ongoing

Collaborations in graphic and web design with various local companies and organizations.

Professional collaboration from 05/2015 to 06/2016

"Cover" - Advertising and communication agency - Formia (LT)
Graphic designer, poster and event design, web designer, corporate branding.

Bachelor's degree in Graphics and Multimedia Design obtained on 02/2015

Bachelor's program in Architecture - Faculty of Architecture Valle Giulia - Roma (RM)
Theoretical and practical preparation in the field of visual representation and design (2D/3D), from traditional graphic and visual design to new aspects of multimedia and online communication.

Intermediate English course (B2) obtained on 10/2011

Dublin School of English - Dublin, Ireland
Semi-intensive course on English language and grammar.

Training internship obtained on 09/2011

"Italia Eventi" - Spigno Saturnia (LT)
Graphic design/rendering 3D (stands, structures), corporate identity
IT and design assistance.

Multimedia editing course obtained on 07/2011

European Center for Managerial Studies - Formia (LT)
Development of creative ideas, design, and production of multimedia products.

High school diploma obtained on 07/2006

E. Fermi Scientific High School - Gaeta (LT)
Italian expression, Mathematics, Science, Foreign language (English).