

Carmen Munafó

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"Do not wait to strike till the iron is hot; but make it hot by striking." – W. B. Sprague

KEY SKILLS

Extensive industry experience; Design / Director experience and a strong portfolio of professional creative work. Extensive work experience in the consumer products, fashion, automotive, art, media, agency business. Strong expertise in visual direction, artistic innovation, and brand positioning while excelling in fast-paced, time-sensitive environments.

Collaborative style, accustomed to brainstorming, measuring, testing, iterating, etc.

Creativity and artistic flair. Smiling team player. Deep digital experience, ability to concept/design across digital channels. Excellent marketing and promotional background.

Demonstrated ability to quickly grasp different technologies and easily overcome technical issues.

Ability to handle multiple projects simultaneously in a high-pressure, fast-paced environment.

Productive worker with solid work ethic who exerts optimal effort in successfully completing tasks.

Organisational, accuracy and good attention to detail. Able to present solutions rather than dwell on problems. Ability to research, digest, analyse and present material clearly and concisely. Ability to work under pressure with a positive attitude. Ability to absorb complex information and assess requirements readily. Energy and enthusiasm to achieve goals.

Ability to adapt quickly to changing priorities in a deadline-driven start-up environment. Proven relationship-builder with unsurpassed interpersonal skills. Willingness to travel/relocate.

Strong Computer skills.

WORK EXPERIENCE

- 2020/Now– UI/UX Designer & Multimedia Director – **WEBUP S.p.A.** – Italy
- 2018/Now - Professor “Tecniche dell’animazione Digitale” - **Accademia di Belle Arti di Frosinone.** – Italy
- 2021 –Motion & Multimedia Artist, Spot GLO – BAT - British American Tobacco – Italy
- 2021 – Art Director – Pfizer Inflammation & Immunology – Italy
- 2020 –UI/UX Designer - Ipad App; GLO – BAT - British American Tobacco – Italy
- 2020– Digital Art Director – Multimedia Artist – **Sin Studio** – Italy
- 2019/2020– UI/UX Designer & Multimedia Artist – **Intertouch srl** – Italy
- 2019 -Creative Director & Multimedia Artist - Spot Sicily Island - Visit Sicily - italy
- 2019– Multimedia Artist – **Swiss Embassy** – Rome, Italy
- 2019– Designer – **Ao Foundation** – Davos, Swiss
- 2017/2019– Art Director – **SDC Service Event Srl** – Italy

- 2017 - Art Director - **Pfizer** - Italy
- 2017 - Art Director - **Astrazeneca** - Italy
- 2016/2017 - Digital Art Director - **IdeaMeeting Srl** - Italy
- 2014/2017 - Digital Art Director - **Coni** - Italy & Brasil
- 2010/2016 - Graphic and Web Designer - **Liu-Jo; Carpisa; Yamamay; Zuiki; Cremonini; Alcott; PrimaDonna; Mercedes; Original Marines; Ferragamo; Fendi; Avis-Budget RentalCar (Europe)** - Italy
- 2016 - Art Director - **Valerio 1966** - Italy
- 2016 - Digital Art Director - **Bulgari** - Italy
- 2015 - Digital Art Director - **Fabbrica della Pace** - Italy
- 2015 - Digital Art Director - **Kijiji - IAB Milano** - Italy
- 2015 - Digital Art Director - **Dana Boutique** - Italy
- 2015 - Art Director - **Sirmoney** - Italy
- 2015 - Digital Art Director - **RoadHouse Grill** - Italy
- 2015 - Digital Art Director - **Partono i Bastimenti - L'Emigrazione Italiana** - Italy
- 2015 - Digital Art Director - **The Church Palace** - Italy
- 2014 - Digital Art Director - **Museo della Polizia** - Italy
- 2014 - Digital Art Director - **Mostra dei Numeri - Palazzo delle Esposizioni - Lottomatica** - Italy
- 2014 - Art Director - **Guardia Costiera** - Italy
- 2014 - Digital Art Director - **Mercatini di Traiano - Roma Capitale** - Italy
- 2014 - Digital Art Director - **FIGC - Federazione Italiana Giocatori Calcio** - Italy
- 2013 - Digital Art Director - **Aeronautica Militare** - Italy
- 2013 - Digital Art Director - **Istat** - Italy
- 2012 - Digital Art Director - **Trenitalia** - Italy
- 2012 - Art Director - **Best Tour - MoveBox - Bit** - Italy
- 2012 - Digital Art Director - **Ansaldo Breda** - Germany
- 2011 - Digital Art Director - **RAI** - Italy
- 2010 - 3D Instructor - **Salvatore Ferragamo** - Italy
- 2009/2010 - Graphic Designer - **Voland** - Italy
- 2009/2010 - Digital Art Director - **Casa dell'Architettura** - Italy
- 2007 - Tutor - **Accademia di Belle Arti di Reggio Calabria** - Italy

Duties

Specialised in - Multimedia & Multisensory Design & Set-Up; Graphic & Web Design; PR & Marketing/Digital Marketing; Event Planning & Coordination; Motion Graphic; Visual Arts; Project Management; Projection Mapping; 3D; Coaching & Lecturing; Illustration. Meeting clients to

discuss the business objectives and requirements of the job. Interpreting the client's business needs and developing a concept to suit their purpose. Generating creative ideas and concepts (creating a rough layout using hand sketches or computers). Photo/graphic manipulation. Choosing most appropriate media for ad to appear in. Retouching and colour correcting a wide range of images. Handling budget and technical details. Estimating the time required to complete the work. Working with a wide range of media, including photography and computer-aided design, proofreading to produce accurate and high-quality work. Web design and maintenance. Analysing page rank, new trends, performing SEO analysis; designing and maintaining emails and lists for email marketing campaigns. Creating visual prototypes or screens. Extending existing visual systems/brand guidelines across all mediums with moderate design changes or interpretation. Providing quality assurance of all creative deliverables. Networking and developing contacts. Ensuring client satisfaction during entire process. Collaborating with creative directors. Providing art direction and feedback to junior team members and freelancers. Negotiating scope and fees of project. Skilled at working with clients, project management, branding, marketing and design. In depth understanding of digital-first mentality, comfortable with current trends, excited about learning new ones. Strong working knowledge of: Adobe XD, Figma, Sketch; Microsoft Office Suite, QuarkXPress, AfterEffect, Premiere Pro, InDesign, Illustrator, Photoshop, ResolumeArena, Maya, 3dStudio MAX, Acrobat, Dreamweaver and Flash, HTML Basic, CSS Basic, etc.

EDUCATION

- 2016/2017 - Videomapping/3D Projection Mapping Course - Fusolab, Università Popolare 2.0 - Italy
- 2012/2013 - Project manager e-learning course - Italy
- 2009/2010 - Master of Arts (M.A) in Graphic and Visual Design - Università la Sapienza di Roma - Italy
- 2006/2008 - MA - Master of Arts in Scenography, Cum Laude - Accademia di Belle Arti di Reggio Calabria - Italy
- 2002/2006 - BA - Bachelor of Arts in Scenography, Cum Laude - Accademia di Belle Arti di Reggio Calabria - Italy
- 2003/2005 - Graphic Design Course - Scenotecnica Srl - Italy
- 1999/2002 - Diploma of Art and Design - Liceo Artistico Amici della Musica e della Cultura - Italy
- 1992/2000 - Art and Design Course - Scuola d'Arte Giuseppe Orlando - Italy

LANGUAGES

- Mother Tongue: Italian.
- Good fluency both verbal and written in English.

HOBBIES

- Travelling, music, art & design, sport & fitness, swimming, cinema.

References available upon request. Update 08/2021

In compliance with the GDPR and Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff and I confirm to be informed of my rights in accordance to art. 7 of the above mentioned Decree.

A handwritten signature in black ink, appearing to read "Osman Hunaid". The signature is written in a cursive, fluid style with some loops and flourishes.