



SERENA PANNOFINO BAGNARDI Graphic & UX Designer

TEL. 339 4145156 08/04/1988
 bagnardiserena@yahoo.it
 PNNSRN88D48G187H
 www.basedesignstudio.com
 behance.net/basedesignstudio
 /serena-pannofino-bagnardi-75155471



COURSE & MASTERS

Apr/jul 2016

TAG INNOVATION SCHOOL
 UX DESIGN MASTER
 Information Architecture
 Milano

Expert in user experience design in for a product ,service or system recognizing needs and objectives.

16 jan e 13 feb

IST. NAZIONALE DI PEDAGOGIA FAMILIARE
 Intensive analysis course graphic in childhood

Nov 2012

STUDIO IL TRATTO
 Vector Art & Web Design
 Taranto

Adobe Illustrator course
 Web Design, del CMS
 Wordpress course and use of Dreamweaver program

Nov 2011

LUPIAE COMICS
 Digital Comics
 Lecce

Comics course : basic techniques of design, script, inking techniques.
 Advanced Photoshop, SketchUp, digital coloring, font design.

EDUCATION

Oct 2012

ACCADEMIA DI BELLE ARTI
 Visual arts, graphics
 Lecce
 Academic degree
 First level
 110/110

Jul 2007

LICEO CLASSICO
 "Antonio Calamo" Ostuni (BR)
 Field in classics and art

PROJECTS

- Lead UX/UI Designer for new Iphone App: "PIPELINE".
- UX/UI Design for an Healthcare project "Analisa" at Tag Innovation school.
- UX/UI Design for an home automation project "SeaFox" at Tag Innovation school.
- UX/Creative Designer at Accenture Digital Hackathon-Connected edition for a project called "DocHero".

EXPERIENCE

Feb 2017

GRAFICO WEB/SOCIAL CONTENT SPECIALIST
 ERREBIAN SPA , POMEZIA (RM)

- Editing and post-production media content.
- Creating and managing promotional channels as e-commerce, social, email marketing, blog, newsletter.
- Graphic editing applications.
- Marketing and communication.

Nov 2015 / Apr 2016

WEB/GRAPHIC DESIGNER CONSULTANT
 ALBA COMUNICAZIONI 2.0, Ostuni (BR)

- Creation of promotional material : design of the brand and the corporate identity of a company and product customization .
- Specialization in creation and development of corporate identity , logos and publishing projects .
- Creation and administration of web sites .

Jul 2014 / Set 2015

METH ENGINEERING & CONSULTING S.R.L.
 AT ALENIA AERMACCHI S.p.A.Grottaglie (TA)

- Quality Engineering activities for ASI , management of documentation and visibility in the quality control.
- Management of daily activities ASI and BSI of work performed in the area Delivery.
- Management and storage of ASI lists and subsequent counting of different types of defect for the construction of graphs for all the LN.

Oct 2012 / Mar 2013

ILLUSTRATOR AND GRAPHIC DESIGNER
 STUDIO TALENT, Ostuni (BR)

- Realization of digital previews of environments internal / external restructuring and photo editing with Adobe Photoshop and Illustrator.
- Digital rendering.

SKILLS

Adobe Photoshop



Graphical UI



U X Design



Adobe Illustrator



Drawing



Photography



Adobe Indesign



Httml & Css



Web/social Marketing



Microsoft Suits



Wordpress



Inglese

