



# SIMONA CONTI

HEAD IN THE CLOUDS, FEET ON THE GROUND

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## SUMMARY

Simona Conti was born in Arezzo in 1986, in the very heart of Italy. She's always been extremely **passionate about creativity and arts in their whole complexity**. She enrolled in 2005 in the course of Communication Sciences (curriculum: Communication Technologies) at the University of Siena, Italy, achieving her Bachelor degree in 2008 with a thesis dealing with the design of a learning technology called Rolling Pins, addressed to autistic children. While developing her **skills in graphics, web design, photography and visual design** in general, Simona decided to follow her studies and to **specialize in Interaction Design (design of interactive products, services and experiences)** with a continuous personal focus on the aesthetics components of interaction. During 2010 Simona attended some classes of communication and design at the Faculty of Media Studies in Aarhus, Denmark and in 2011 she got her Master degree in Interaction Design with a thesis dealing with the design of **interactive light experiences** and based on the project "Light through Culture", a collaboration between the University of Siena and TU/e University of Industrial Design of Eindhoven, in which she actively took part in February/March 2011. **An artholic, a visual-mind, a cinophile, a graphic dreamer...** Any visual stimulation is gold to her. Her eyes are the way through which her soul keeps nourished. Her main interests and skills ranged over graphic design, web design, video-production, art, audiovisual and interactive installations, new media and generally the new languages of contemporarity in all their forms.

## EDUCATION

### **Master in Design for Communication Environments**

#### **University of Siena**

2008-2011 (thesis discussion expected for the 1st week of July)

Main subjects: User Research, Graphic and Audiovisual Production, Web Design, Interaction Design, User Experience, Cognitive Sciences, Digital Media Design

Final mark: 110 cum laude/110

### **Dpt. of Information and Media studies**

#### **University of Aarhus**

February 2010-June 2010

Five months Erasmus program in Denmark

Classes attended: 'Communicating (in) the city', 'Audiovisual Media Production', 'Internet, Media Changes and Innovation'

### **Bachelor in Communication Sciences (class of Communication Technologies)**

#### **University of Siena**

2005-2008

Main subjects: Communication Technologies, Human-Computer Interaction, Graphic and animation production

Final mark: 110 cum laude/110

## EXPERIENCES

### Secondary school focusing on sciences and languages

2000-2005

Main subjects: Maths, Latin, Philosophy, Literature, English, Spanish, French  
final mark: 100/100

Hi! I'm a freelance graphic, web and interaction designer, AVAILABLE for any type of work ranging from print and digital graphic design, to web design, photography and consulting for the design of interactive installations, products and services. Here you can see some of my past and present collaborations and consulting projects:

> February 2011 - Now

#### **Blend Communications snc, Arezzo (communication, development, consulting studio)**

Working at: Concept generation, creation of company graphic and communication presentations, web design based on wordpress CMS, graphics design

> October 2010 – Now

#### **Seco srl, Arezzo (software and embedded hardware technologies)**

Freelance visual and web designer: wordpress CMS based website, advertising posters, flyers, brochures, logos

> October 2010 - Now

#### **Associazione Orso Baloo, Arezzo (circus school)**

Freelance visual and web designer: logo, wordpress CMS based website, flyers, brochures, posters, advertising

> October 2010

#### **Gabriele Spadini, Photographer**

Freelance visual designer: Visit card design

> July 2010 - October 2010

#### **Loading Lab, Siena (audiovisual media production)**

Trainee assistant for a three months internship: flyers, brochures, posters, website content management, brainstorming and concept generation

> December 2009 - January 2010

#### **Associazione Onlus Quavio, Siena (Health & Mental Care Association)**

Freelance visual designer: website layout development, flyers

> September 2009 - Now

#### **Erbavoglio, Arezzo (gardens and green areas upkeep company)**

Freelance visual designer: logo, flyers, visit card design

> July 2009

#### **Studio 21, Siena (graphics & multimedia production) featuring Loading Lab, Siena (audiovisual production)**

One month collaboration: brand identity design + assistant photographer and camera operator for the shooting of a documentary for the Firemen Historical Museum of Valchiavenna, Italy

> February 2008 - April 2008

#### **Studio21, Siena (graphics & multimedia production)**

Three months internship: Re-design of a website, Brainstorming and concept generation, graphic animation in Flash

## TECHNICAL AND ARTISTIC SKILLS

Photoshop (Advanced, 5 years experience)  
Illustrator (Advanced, 2 years experience)  
InDesign (Advanced, 2 years experience)  
Flash (Intermediate, 1 year experience)  
Premiere (Basic, less than 1 year experience)

Good drawing and quick sketching skills, solid graphic and aesthetic competences, intermediate knowledge of photography techniques

## LINGUISTIC SKILLS

Mother tongue: ITALIAN

ENGLISH

Reading skills: very good  
Writing skills: very good  
Verbal skills: good

SPANISH

Reading skills: very good  
Writing skills: very good  
Verbal skills: good

FRENCH

Reading skills: good  
Writing skills: good  
Verbal skills: good

## THEORY & WORKING KNOWLEDGE

User research, experience design, concepts and scenarios generation, storyboarding, interface design, testing and evaluation, graphics and illustration, web design.

As an interaction design student, I am **prepared and trained to work in team**, share opinions and ideas, follow and participate to discussion in a receptive and constructive way. I would define myself as a **'visual mind'**: I think by images and I can easily sketch ideas and thoughts in a logical and understandable way and create visual scenarios and quick prototypes of concepts. I **am very sensitive to the aesthetic qualities of a project**, and particularly precise to organize and communicate them with drawings and words.

## ANNEXES

**My Photos on Flickr:** [http://www.flickr.com/photos/amelie\\_floyd/](http://www.flickr.com/photos/amelie_floyd/)

**My LinkedIn profile:** <http://it.linkedin.com/in/simofloyd>