

# Marielena Rago

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Senior visual designer, with extensive experience in branding and creative communication. Based in Florence.  
A selection of my works at [distintisaluti.com](https://www.distintisaluti.com)

## SKILLS

Visual design  
Project management  
Teamwork

## TOOLS

Above Ai, Ps, Id, Pr, Ae  
Canva  
Powtoon  
Figma  
Microsoft Office  
Wordpress  
AI

## INTERESTS

Innovation  
Environment  
Information  
Tech  
Travel  
Networking  
Sociology  
Music

## PROFESSIONAL EXPERIENCES

### **Visual Designer at ETA srl**

November 2019 - Present

#### **Annual European Biomass Conference & Exhibition**

*Work at the visual communication for EUBCE (European Biomass Conference and Exhibition), a high-profile scientific and international event on renewable energies and research, in collaboration with the institutions of the European Union*

- Management of external collaborators and communication with institutional partners
- Print design (paper media, rollups, banners, badges, signage)
- Video editing
- Graphic design of awards, plaques (Linneborn prize, Poster Awards)
- Stand/totem design
- Maintenance and updating of the dedicated site
- Creation of PowerPoint presentations

Editions: 2020 - 2021 - 2022 (Online) - 2023 Bologna - 2024 Marseille

### **Event designer at ETA srl**

October 2023

#### **Technical Tour - Finland field trip 2023**

*Logistical organization of technical tours, in the bioenergy sector, for participants with a high technical and industrial profile coming from different countries (Europe, India). Organization of travel to different cities, hotels, meals, flights. Participation in the same and coordination of the local guide in Finland. Tour duration: 1 week*

#### **Support for communication and dissemination of results for European projects on renewable energy and decarbonisation**

*Visual design from the idea to the print*

- Graphic design for both small and large formats
- Factsheets, scientific posters, supports (flyers, trifolds, rollups, bags) design and print
- Websites building and related products (banners, adverts, newsletters) design
- Video editing
- Informative video design

### **Communication Consultant - Visual Designer at MGC Group**

February 2019 - November 2019

#### **Communication design**

*Communication and branding consultancy*

- Communication product design for social media to achieve strategic objectives (brand awareness)
- Editorial calendar and creation of copies consistent with the company's tone of voice
- Web graphic
- Graphic design, branded image, care of the project from concept to printing on small and large media
- Graphic animations for the web
- Direct customer consultancy

## **Graphic Designer - Web designer at Edenpark srl**

October 2014 - July 2018

### **Brand image and visual design**

*Visual design and branded image in the furniture field*

- Corporate image REDESIGN
- Graphic design for social media and copywriting in both Italian and English language
- Graphic design for print
- Prestashop e-commerce platform Sst up and management
- Planning meetings and small events for industry experts and buyers

## **Graphic Designer - Branding Consultant freelance**

2013 - Present

### **Visual design**

- Branding image consultant
- Coordination between/of stakeholders involved

### **Graphic design software teacher**

## EDUCATION

### **Industrial Design Master Degree**

#### **ISIA, Istituto Superiore per le Industrie Artistiche**

October 2011 - March 2015

Product design, visual design, marketing fundamentals

## LANGUAGES

**English** B2 Level

**French** A2 level

**German** A1 level

## COURSES

### **Google Digital Training – Digital Marketing Fundamentals**

March 2019 - May 2019

### **Practical marketing 1-2 level at ARTEX Firenze**

October 2017 - January 2018

### **Web design and multimedia graphic at AS Consulting**

September 2017 - October 2017

## OTHER PROJECTS

**L'asino d'oro Edizioni** - Graphic design Bios Psychè, 2018

**Boscolo Hotels Niece** - Design of SPA and wedding catalogues, visual and photoshooting on site, 2018

**Teatro Verdi magazine** - Commercial adv for Edenpark Florence, 2014

**FTI, University of Geneva** - Poster graphics for Open Day, 2013