GIULIA MELONE

Graphic Designer & Digital Content Producer



BIO

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giuliamelonegraphicdesigner

BIO

Graphic designer with 7+ years of experience across agencies, studios, and in-house roles. I work across brand identity, print, digital, and social — owning projects from brief to final output. I integrate AI tools into my workflow to move faster without dropping quality.

SKILLS

- **Design tools**: Adobe InDesign, Illustrator, Photoshop, XD, Premiere, Glyphs, Webflow, Figma
- **AI tools**: Adobe Generative Fill, ChatGPT, Claude
- **Areas**: Brand identity, print, digital, social content, editorial, typography

LANGUAGES

Italian — native
English — professional working proficiency
French — basic

WORK EXPERIENCE

Move S.p.A.

Graphic designer & digital content producer
March 2024 – Present

- Manage visual output across all brand touchpoints: identity, print collateral, digital assets, social content, and presentations
- Work across two sister companies, adapting tone and visual language per brand
- Use Adobe Generative Fill and AI-assisted copy tools to accelerate production workflows

Freelance

Visual & graphic designer
March 2021 – Present

- Delivered brand identity, editorial, packaging, and event communication projects across multiple sectors
- Managed client relationships, briefs, and timelines independently end-to-end

Cosimo Balestri Studio

Graphic designer
September 2023 – March 2024

- Supported branding and editorial projects, producing graphic materials for digital and print across client deliverables

Officina Giovani

Graphic designer
June 2022 – November 2022

- Produced all graphic materials for events and initiatives; coordinated print production and web-optimized file delivery
- Managed weekly newsletter and monitored external supplier outputs

POIS – Communication Factory

Graphic designer
November 2021 – June 2022

- Created social media content, campaign graphics, and visual assets for brand communication projects.
- Supported design execution across digital and offline communication channels.

Trame Digitali

Junior graphic designer
October 2018 – November 2021

- Supported web and communication projects through graphic design, layout production, and digital asset creation.
- Worked on branding materials, social media visuals, and client communication outputs.

EDUCATION

IED Istituto Europeo di Design · 2021–2022

Typography and Calligraphy – Font Design

Accademia Cappiello · 2018–2020

Graphic Design and Communication

FotoClub Il Bacchino · 2022–2023

Photography