

ALESSANDRA BACHINI

CONTACT INFORMATION

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PROFILE

Alessandra Bachini is a seasoned professional with extensive experience serving as the go-to expert for image and graphic materials across a spectrum of clients, from major international brands to local startups in Italy. With a keen understanding of brand development, marketing principles, and the evolving landscape of social media, Alessandra excels in both employee and freelance roles.

Her portfolio encompasses a diverse array of projects, ranging from advertising campaigns to trade fair stand designs, and from logo creation to brochure development. Alessandra is based in Milan, Italy, yet her fluency in English and willingness to travel globally for client meetings and events underscore her commitment to delivering exceptional service wherever she is required.

PROFESSIONAL HISTORY

2022 - Present **ART DIRECTOR** - Evenswiss Cosmetics, Zurich. Switzerland.

Responsible for online campaigns, product packaging design, development of all types of promotional materials, booth designs, affiliate companies graphic assistance and all visual communication of the brand.

2020 - 2024 **PROJECTS MANAGER**

Aware Lab.

Social Media Manager & back office. Management of the social calendar, posts visuals, creation of brochures and marketing material in general. Management of online courses, student registration, online assistance, graphic design of contents.

Labs2Life. Milan. Italy

Social Media Manager. Management of the social calendar, post visuals, creation of brochures and marketing material in general.

Centro Formativo Provinciale Giuseppe Zanardelli

Teacher of computer graphics & Adobe programmes to vocational high school students studying fashion media course.

2016 - 2020 **EDITORIAL GRAPHIC ILLUSTRATOR & DESIGNER** - Freelance

Designer and illustrator for publishers and corporations requiring graphic and marketing material.

Projects included: "KIDS ON BOARD - Practical guide for young sailors"

'Students in the Kitchen' (volumes 1 and 2), Libraccio Editions

Helen Doron Learning Centre, Corporate Identity

Bain, Switzerland - 20th Anniversary Celebration Invitation

2013 - 2015 **ASSISTANT CREATIVE DIRECTOR, GRAPHICS & MARKETING** Miasuki Italia

Luxury Equestrian Sportswear brand.

Management of internal and external collaborators, problem solving, responsibility for creative projects and photographic shoots. Digital presentation and graphic illustration of the Creative Director's projects and ideas.

2004 - 2013 **GRAPHIC DESIGNER & ILLUSTRATOR** Venticinque Italia, creative solutions consultancy.
Coordination of work teams specialized in brand restyling, packaging, advertising campaigns, media planning and trade fair setups for brands such as Lenovo, Ellesse International and Goldwin Japan. Web project management.

2004 - 2008 **EDITORIAL ILLUSTRATOR** - Freelance
Created illustrations for covers and articles in print media magazines:
Pregnancy & Birth, Dolce Attesa, Vera Magazine, Yacht&Sail, Bella, Casaviva, Riza
Psicosomatica, Segrate InFolio,
Children's illustrations for website 'The School Run'

2003 - 2004 **GRAPHIC DESIGNER & PRINTED FABRIC DESIGNER** The Insolito Group
Creator of graphic materials and printed fabric design. Presentation and creation of restyling brand projects and marketing campaigns for clients such as Speedo® USA, Lycra® by DuPont, Sensitive® Fabrics and co-marketing projects with Armani, Versace, Ferré, Boss, O Paris.

1999 - 2001 **GRAPHIC DESIGNER** - DSDS
Vector illustration, graphic projects and brand identity for EDRA, Regional Park of Apuana Alps, Fratelli La Bufalal restaurants.

STAGE DESIGNER Club Med Resorts

Development of a scenographic project starting from the theme of the show. Procurement of materials, maquettes, creation of background panels as well as furniture and scene objects, set-up and dismantling according to the village entertainment calendar. Responsible for the stage space.

EDUCATION

European Institute of Design, Milan. Italy
Masters in Computer Graphics. Diploma in Illustration
Liceo Classico San Raffaele, Milan. Italy
McAllen High School, Texas. USA
Woodrow Wilson High School. Washington D.C USA

LANGUAGES

ENGLISH Fluent
FRENCH spoken

DIGITAL SKILLS

Adobe Photoshop & Illustrator Pro
Office, Power Point, Keynote, Excel.
Classic illustration techniques (watercolour, acrylic colours, airbrush, graphite, etc).

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Signature 

Place, date