



FEDERICO PETROLITO

ILLUSTRATOR & GRAPHIC DESIGNER

Via Amedeo Duca d'Aosta 101/B • 39100 Bolzano (BZ), Italy

PROFESSIONAL PROFILE

Professionally trained in graphic design & illustration, I've been building up my experience job after job, mastering both the creative and the technical aspects of it. I'm used to work as part of a team and individually and I have confidence in approaching new challenges with an open mind.

CONTACT

EMAIL

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PHONE

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WEBSITE

federicopetrolito.wordpress.com

ADDRESS

Via Amedeo Duca d'Aosta 101/B
39100 Bolzano (BZ), Italy

EDUCATION

CROSSMEDIA DESIGN

Kantea Srl – European Social Fund
09.2013 – 05.2015 • Bolzano, Italy

DRAWING & ILLUSTRATION

Scuola del Fumetto
10. 2008 – 07. 2011 • Milano, Italy

HIGH SCHOOL GRADUATION

Istituto di Istruzione Secondaria L. Einaudi
09. 2003 – 07. 2008 • Siracusa, Italy
Graduated with 96 out of 100

SKILLS

LANGUAGE

Italian • Native
English ●●●●○

TECHNICAL

Adobe Suite Use (PS, ID, AI) ●●●●○
Concept Design ●●●●○
MS Office ●●●●○
CSS understanding & use ●●●●○
HTML understanding & use ●●●●○

PROFESSIONAL EXPERIENCE

SENIOR
GRAPHIC DESIGNER
03. 2019 – present

Directa Media Srl
Bolzano, Italy

- Creation of graphic designs for advertisements & packaging strictly mail related (f.e.: selfmailers, coupon mailing, personalized postcards, etc)
- Creation of ad hoc illustrations for all purposes.
- Finalization of projects realised by the working team.
- Supervising of printed materials and quality check.

JUNIOR
ART DIRECTOR
09. 2017 – 12. 2018

hmc srl
Bolzano, Italy

- Management of the working team.
- Customer-Agency relation, timing & working flow management.
- Creation of graphic designs for advertisements, packaging & public events.
- Creation of ad hoc illustrations for all purposes.
- Design & development of graphic designs for campaigns & public and private competitions.
- Finalization of projects realised by the working team.
- Creation of graphic design content for social medias such as facebook or instagram.

JUNIOR
GRAPHIC DESIGNER
05. 2014 – 08. 2017

Lifecircus srl
Bolzano, Italy

- Creation of graphic designs and brands for advertisements, packaging, etc.
- Creation of ad hoc illustrations for all purposes.
- Design and development of graphic designs for communication.
- Finalization of projects realised by the working team.
- Creation of graphic design content for social medias such as facebook or instagram.

JUNIOR
WEB DESIGNER
10. 2012 – 04. 2013

ADVstudio
Bolzano, Italy

- Design and creation of web sites, using HTML and CSS and WordPress CMS.
- Optimization of web contents through SEO.