

# Monica Bonvicini

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## SUMMARY

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With over 15 years of experience in the design industry and 5 years of experience in UX/UI design for SAAS, mobile applications and games, I bring a robust portfolio showcasing my expertise in Adobe Creative Suite and web tools including Figma. My next goal is to explore the intersection of education and gaming to make learning fun and accessible, particularly for those in need. My proficiency in creating engagement, my passion for games (especially role-playing games and board games) and my knowledge of foreign languages (ITA-ENG-FRA-DEU) align with the opportunity to contribute to an international, flexible, and dynamic team.

## EDUCATION

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### University for Training in Atelier Work

Creation and management of workshops and creative labs 2022

### IFOA

Data Journalism and Visual Representation 2015

### London Art College

Graphic Designer and Artist 2009 - Distinction

### CIS Assindustria

Web Marketing and Digital Strategy 2000

### High School

Intl. Marketing Technician and Foreign Trade Expert 1997 - Very Good

## WORK EXPERIENCE

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### DIMORA D'ABRAMO Coop

Contract

*Creator and manager of creative artistic workshops and professional tailoring laboratories*

- Designed and led 60+ workshops to enhance creative skills among non-native speaking participants, mostly fragile people, migrants and victims of trafficking (age 17+), coming from more than 15 different countries.
- Developed a user-centric curriculum, to improve engagement and practical application.
- Created and facilitated ateliers focusing on project-based learning modules fostering a collaborative environment for team-based project management.
- Utilized foreign languages and decision-making skills in drafting projects and conducting interviews, ensuring clear communication and effective team collaboration also among non native-speakers.
- Innovated in the use of games and design as therapeutic tools, significantly aiding in the social rehabilitation of participants.
- Designed and implemented user engagement strategies that increased workshop participation by 40%

### AUGEO

Contract

*Atelierista and ESL (English as Second Language) Teacher for kindergarten and primary schools*

- Introduced interactive digital storytelling and gamified learning in ESL classes, significantly enhancing student engagement and improving language skills.
- Created a board game designed to leverage soft skills, creative problem-solving and language learning.

### Milan Illustration Agency

Remote

*Freelance Illustrator*

2014 - Today

- Designed over 30 children's books, games and apps' interfaces using Adobe Creative Suite (mostly Photoshop) and Figma.
- Developed UX/UI for a language learning web-based educational game, boosting user retention by 30% in the first three months post-launch, utilizing cross-platform design principles.
- Created animations and mobile game designs, contributing to diverse projects including turn-based strategy games and board games, improving interactive experience.

- Managed a comprehensive portfolio of illustrations for children's books, merchandising, and corporate communication, showcasing versatility in design and animation creation.
- Collaborated remotely with global teams, demonstrating strong teamwork, effective decision-making, and adaptability in fast-paced environments, ensuring project success.

## **Weboil.it**

**Reggio Emilia (Italy)**

**Owner - Senior Web Designer & Front-End Developer**

2013- Today

- Partnered with developers to design and develop web applications, incorporating cross-platform design principles and mobile game design elements to improve user experience and accessibility.
- Transitioned from creating to designing graphics and infographics for trade shows, advertising campaigns, and corporate gifts, focusing on user-centric experiences.
- Developed and managed online marketing campaigns, achieving a significant ROI through strategic planning, teamwork, and remote collaboration, emphasizing decision-making skills.

## **Ferrari Auto SpA – F1 Racing Team Sponsors Dept**

**Maranello, Italy**

**Event and Sponsorship Designer - F1 team dedicated designer**

2009 - 2014

- Developed and presented compelling pitches to potential new sponsors, integrating cross-platform design strategies to enhance brand protection and engagement.
- Created innovative F1 liveries and team apparel designs using Blender, Photoshop and Illustrator, improving team identity and fan loyalty.
- Designed and executed VIP client hospitality and event setups at Grand Prix races, increasing VIP client satisfaction through superior service and experience.
- Collaborated on the design of a user-friendly experience in Ferrari World Abu Dhabi using agile tools with my team, enhancing visitor engagement interaction.
- Collaborated on the design and setup of the F1 motorhome and trackside events, employing creative problem-solving to ensure top-tier hospitality and brand representation and protection.
- Partnered with Ferrari F1 Racing Team technical sponsors to redesign the drivers' and team apparel (one full collection per year), increasing merchandise sales through improved aesthetic appeal.
- Developed a comprehensive digital guide for trackside events, improving operational efficiency and enhancing user experience.

## **Tanimar**

**Sassuolo, Italy**

**Intl. Luxury and contractors Sales Specialist**

2008 - 2009

- Initiated and coordinated collaborative projects for booth setup at fairs, employing active leadership to ensure seamless execution and enhanced team efficiency.
- Leading a team of 5 in booth design, increased booth traffic by 30% at industry trade shows through strategic product placement and engaging catalog designs, utilizing Adobe Photoshop for high-quality visuals.
- Designed a user-friendly digital catalog interface and interactive presentations, enhancing customer interaction and boosting product visibility in the luxury and contractor sector.
- Led the selection and setup of new products for exhibitions, demonstrating strong decision-making and teamwork in aligning with market trends and company goals.

## **Various Ceramic Companies in the Sassuolo Area (Ceramic Valley)**

**Sassuolo, Italy**

**International Buyer & Sales Coordinator, Communications Specialist**

1997-2008

- Led the design of user-friendly web interface for product catalogs, boosting customer interactions.
- Collaborated with the design team to create engaging marketing materials.
- Managed international shipping operations for large-scale distribution, ensuring safe and timely deliveries and high satisfaction among VIP customers.

## **SKILLS**

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Microsoft Office, Affinity Suite, WordPress, Figma, Adobe Suite (InDesign, Photoshop, Illustrator) Video Editing, Data gathering and visualization, E-Commerce, Website Creation and Management, Cross-Platform Design, Google Docs, Infographics, Photo Editing, UX/UI Design, Web Application Design, Catalog Layout, Small Animation Creation, Instructional design, Creative problem solving, Engagement