

CARMELA PIGNATELLI

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A passionate Senior visual designer with over 10 years of experience working for integrated and independent agencies. My expertise includes animation, illustration, branding, print, digital, advertising ATL BTL, professional photoretouching. I've a multidisciplinary approach and I'm natural in problem solving.

Working as Art Director I brilliantly manage deadlines, people and resources, trying to find the best in each member of the team. I like to share my knowledge and I am actually a lecturer of digital illustration, photomanipulation and editorial graphic design at the Capiello Academy of Design of Florence. I'm the co-founder of the visual design and animation studio MUPI Studio.

WORKS

Carmela Pignatelli Communication Design **current*

Owner - Senior Visual designer - Art Direction

For the last 6 years I've worked as a one-man-agency: offering design, consulting, Brand Identity development, digital and print design, animation, production and art direction. I have worked for many personal clients and a few Design Agencies. As owner, I have taken care of customers relationship and I managed freelancers teams.

Dixiland (4'x26 T-rex Digimation, Rai Fiction)

T-Rex Digimation • art direction, production assistant, editorial advisory, logo design and merchandising design for "Dixiland" cartoon

Official Selection, Annecy 2009

Pulcinella Award Nomination (Cartoon's on the Bay 2009)

Official Selection, Cartoon Forum 2009 Rogaland, Norway

Official Selection, Munich 2012 Gran Prix de la Jeunesse

Spet story short film 4'

Giunti Prog. Educativi, Purina • editorial advisory, art direction, animation

Official selection, Giffoni 2014 festival

Pipì, Pupù Rosemary and the Flauto Magico (lungometraggio 22' , regia E. D'Alò - Rai YOYO)

Cartobaleno • Flash animation (2014)

Il Parlamento dei bambini

Woman srl • Technical direction and Flash animation for the Chamber of Deputies educational web portal (2009)

Learning Objects

MIUR (ANSAS ex-INDIRE) • Technical direction, graphic design and Flash animation (2011)

Equal Opportunities (web series, 2'x5, Councillor of Equal Opportunities of the town of Novara)

Kami srl • Co-Direction and animation (2007)

Capiello Accademy of Design, Florence • Lecturer of Digital Illustration, Photo Editing and Editorial Graphic Design at Accademia Capiello, Florence. (2013-2015)

Design University ISIA, Florence • Lecturer of Flash basic animation for the workshop ISIAliveFLASH (2009)

Design University ISIA, Florence • Lecturer of Digital Publishing for the workshop: Digital Publishing. From eBook to AppBook (2013-2014)

Children AppBooks *Mr Wolf and the Ginger Cupcake, Puss in Boots, Goldilocks (2010-2013)*
BlueQuoll Digital Australia • Communication design, Interface design (for Apple devices)

Wayfarer The Bridge (catalogue S/S 2009)
Man srl • Art Direction, Graphic Design

Gemeaz Cusin SpA • Art Direction and Vector Illustration for Gemeaz Advertising ATL Campaign 2009/2010/2011

Barton Equipment srl • Art Direction, Brand Identity, Interface Design

Pippola Music • Art Direction, CD and Vinyl cover design, BRUNORI SAS vol.1

Villa Fiorelli • Art Direction, Brand Identity

Beayukmui
Graphic Art and Texture Design. Women and men Fall/Winter collection 2013/2014

Ciclo della Tracciabilità Digitale (digital ebook presentation, 2014)
we associates - Manutencoop • Multiplatform Technical and Graphic Direction

Logico Team srl • Art direction, interface and technical icon design, ATL advertising

2008 - 2009

Man srl (Adv Agency, Florence)

Role: Art Director

Direct management of client, management of deadlines, graphic design, advertising above and below the line, website design, flash animation and websites, concept design, digital illustration.

2005 - 2008

Forzieri (E-commerce luxury store, Florence)

Role: Head of graphic department

Graphic department management, newsletter graphic design, photo editing and product photo shooting.

2004 - 2005

We Associates srl (Design Studio, Bologna)

Role: Jr Designer

Graphic and communication design, product design, booth design.

2003 - 2004

Bluelab (Design Studio, Florence)

Role: Graphic and Product Designer

Merchandise design, accessory design, bags collection design, gadget, stationery.
Panini-Disney licensing.

EDUCATION

2004

Product and Communication Design Degree

ISIA University of Design. Florence

Master Degree in Design 2000 - 2005

Graduate 1.0 with honours (110/110 cum laude)

Graduate Dissertation:

Muovi il Cool • Analysis of the potentiality of Flash animations and videos as new advertising tools, based on the launch of the first generation of UMTS mobile phones.

1998

Maturità scientifica

Liceo Scientifico G. Battaglini, Taranto | *Evaluation 60/60*

LANGUAGE

Italian • Native Speaker

English • Advanced

OTHER EXPERIENCES

Melazeta (Multimedia and web agency, Modena)

352 hours of Stage: webdesign, graphic design, flash animation, digital communication.

Lever Fabergè Italia srl

Workshop: packaging design

Lecturer: Arc. designer Biagio Cisotti

Montagni Audiovisivi, Firenze

Workshop: digital compositing

Lecturer: Mauro Montagni

Interior Design

Workshop: interior design

Lecturer: Arch. designer Franco Raggi

Fabbricazione e Design della Carta

Workshop: Paper manufacturing process

Lecturer: designer Iroshi Morishima