

Isabella Fiorante
Visual Designer

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Experience

Freelance Graphic Designer

Rotterdam, NL
June 2024 - Present

- developed brand identity and materials for fintech company Rosetta Suite including logomark, typeface and colour palette, digital information brochure, business cards, website wireframes, and product UX/UI interface
- various smaller projects like wedding identities and company brochures for private clients

Design Intern Wakuli Coffee

Amsterdam, NL
November 2024 - April 2024

- designed brand emails, website updates, and print materials like information cards for e-commerce orders, posters, and signs for in-store advertisements
- designed graphics for physical objects like sidewalk signs and in-store shelving
- product and in-store photography and photo editing
- developed video content for socials from conception through execution and editing

Graphic Design Intern KAAN Architecten

Rotterdam, NL
May 2022 - May 2023

- designed exhibition graphics for The Making Of at the Royal Museum of Fine Arts Antwerp
- developed graphic design concept and execution for architecture publications The Courthouse and Loenen Pavilion
- assisted with graphic design execution and text editing for architecture book Bridging Time
- assisted public relations team with press releases, social media channels, and award submissions

Education

Willem de Kooning Academie

Master Interior Architecture, Research and Design

Rotterdam, NL
2021 - 2023

Swarthmore College

Bachelor of Arts in Studio Art (Major) and Computer Science (Minor)

Swarthmore, USA
2016 - 2020

Skills

Figma
InDesign
Photoshop
Illustrator
Lightroom
Audition

Premiere Pro
AutoCAD
SketchUp
Rhino
Python
C++

C
Shopify
Klaviyo
Microsoft Suite
English (native)
French (B2)