

ELENA



PEZZETTA

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Elena is a designer with a mission to create visual content and structures that inspire and connect individuals and organizations, driving positive change. Whether it's developing a new website, crafting a brand strategy, or designing motion graphics, she's dedicated to ensuring that every touchpoint is impactful and meaningful. Her work is rooted in clear visual gestures and systematic typography, applied through multilayered expressions. Through collaborative processes, she aims to establish timeless design solutions that capture the essence of the content.

By embracing a multidisciplinary approach, she pushes the envelope across various media, experimenting with materialization, motion, and interaction to deliver truly distinctive results.

WORK

EDUCATION

- 2018 - 2020 Scuola Mohole
Diploma of specialization, DSI
Graphic and web design
scuola.mohole.it
- 2016 - 2017 Jan Kochanowski
University
Erasmus+ /
Traineeship
ujk.edu.pl
- 2016 - 2017 Academy of Fine Arts,
Bari
Bachelor's degree
accademiabellartiba.it

CERTIFICATIONS

- 2023 Data driven design
Quantitative
research for UX
Interaction Design
Foundation
- 2023 UI design patterns
For successful
softwares
Interaction Design
Foundation
- 2023 User Research
Methods & best
practices
Interaction Design
Foundation
- 2023 UX management
Strategy &
tactics
Interaction Design
Foundation
- 2022 Google UX
design
Google
- 2020 Codemotion bootcamp
Rapid prototyping,
lean methodology,
scrum & agile
- 2020 Google Digital
Marketing
Google

- Oct 2023 - Senior designer
Current Ignite
Owning the discovery process, concept development, and the solution space, with breaking down the JBTDs, user flows, and design handoff. Working with marketing on refining the brand, to better align it with the positioning, and collaborating on campaigns ideation and execution.
- Aug 2022 - Mid UX/UI
Sept 2023 designer
Aize
User research, wireframing and prototyping, collaborating with developers to ensure the final product meets the design specifications, contributing to the growth of the UX design maturity.

- May 2021 - Junior UX/UI
Aug 2022 designer
Mint
Creating user-centered designs by understanding both business and development requirements; working closely with product and engineering team, as well as business stakeholders and executive leadership.
- Oct 2020 - Graphic designer
May 2021 21WOL
Visual assets for both online and offline communication; marketing strategy; social media management, community management and content creation.

- May 2020 - Freelance
Current designer
Tempo design
Working on different projects across different industries, with a focus on branding, packaging, motion design, and UX/UI design.
- Sept 2017 - Photographer &
Aug 2018 Editor
Antony Pepe Studio
Backstage photographer, assistant photographer, photo editing.

VOLUNTEERING

- 2024 Audience Host
Pic i Parken festival
- 2020 Community manager
Re-take Triggiano
- 2017 Photogallery guide
World Press Photo Foundation

AWARDS

- 2020 Milano Digital Week,
Novartis Hack for Goal
- 2020 Devs for Health in
HIV
- 2014 National winning
photographer @
Serendipia
- 2014 Finalist photographer
@ Scatti attivi - 2014
- 2014 Winning photographer @
Save The Children -
2014
- 2013 Finalist photographer
@ Il coraggio delle
donne
- 2013 Winning photographer
@ Fuori dal comune
Festival

SKILLS

- Software Figma, Framer,
Illustrator,
After Effects,
Photoshop, InDesign
- Language Italian, Native
English, C2
French, B2
Spanish, B1
Norwegian, A2
- Other Concept thinking
Critical thinking
Project management
Trend awareness
Attention to detail
Leadership

References available upon request.