

**Isabella Fiorante**  
Visual Designer

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857-423-8481

**Experience**

**Freelance Designer**

Rotterdam, NL  
June 2024 – June 2025

- designed video and still advertising assets for sustainable home care brand **Kinfill**, while supporting brand collateral, assisting on production shoots, and organizing visuals for events
- developed brand identity for fintech startup **Rosetta Suite**, creating a cohesive visual system for increased brand recognition, and optimized user experiences by redesigning website layouts and refining UX/UI product interface

**Design Assistant**  
**KAAN Architecten**

Rotterdam, NL  
February 2025 – April 2025  
Temporary, Part-Time

- collaborated on website redesign by leading the written and visual content curation, ensuring visual cohesion and written clarity
- updated visual assets like building plans, drawings, photographs to improve viewer understanding
- redesigned print and digital communication assets to align with new website identity

**Design Intern**  
**Wakuli Coffee**

Amsterdam, NL  
November 2023 – April 2024

- supported e-commerce sales by designing visually compelling email campaigns and optimizing digital assets for the website
- strengthened brand presence by producing in-store advertising materials, including posters, signage, and shelf displays, reinforcing a unified marketing strategy
- refined brand messaging through creative art direction in product photography and video editing, ensuring alignment with Wakuli's brand values

**Graphic Design Intern**  
**KAAN Architecten**

Rotterdam, NL  
May 2022 – May 2023

- designed exhibition graphics for the KMSKA, ensuring high visual impact and clear communication
- designed print publications by crafting concepts and layout designs for high-profile architecture books, including The Courthouse and Loenen Pavilion, showcasing expertise in editorial design
- assisted public relations team with press releases, social media channels, and award submissions

**Education**

**University of California, Berkeley**  
Master of Design

Berkeley, USA  
Expected graduation December 2026

**Swarthmore College**

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

**Skills**

Figma  
InDesign  
Photoshop  
Illustrator  
Lightroom

Premiere Pro  
AfterEffects  
Shopify  
Klaviyo  
AutoCAD

Fusion  
Python  
C++ / C  
Microsoft Suite  
Knitting

Running  
French (B2)