

FILIPPO MAVER – BORN 19 MAY 1991
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QUICK SUMMARY

I'm a Web Designer experienced in GUI Design and UX optimization for Web projects and applications, mobile and desktop based. My main software are Adobe Photoshop for designing and Github Atom / Adobe Dreamweaver for HTML/CSS coding, with JavaScript implementation too. I also use a lot of Balsamiq Mockups. My favorite framework is Bootstrap and I also love working with Wordpress.

EDUCATION

2004 - 2009 HIGH SCHOOL NICCOLÒ COPERNICO (BOLOGNA, ITALY)

Computer science and scientific diploma

2010 - 2012 NEMO NT DIGITAL ARTS ACADEMY (FLORENCE, ITALY)

Professional Web & Graphic diploma, workshop with authors and designers

WORK EXPERIENCES

FROM 2009 FREELANCE PROJECTS

- ▶ Customer accounting
- ▶ Study of customer web/promotion needs
- ▶ Projects and development of mockups of web GUIs
- ▶ Development of web solutions, user-friendly and cross-platform
- ▶ Projects presentation to co-workers
- ▶ Developments of complete websites and customer presentations

2011 - 2012 CEO, GRAPHIC & WEB DESIGNER, PRINTING SPECIALIST @ EFFE EFFE GRAFICA (GRAPHIC STUDIO)

- ▶ Corporate Administration
- ▶ Web Designer
- ▶ Realization of websites for a wide range of customers
- ▶ Pre-printing control
- ▶ Graphic files creation
- ▶ Printing and finishing specialist for graphic adv products
(The agency has changed name and organization at the end of 2012)

2013 GRAPHIC & WEB DESIGNER, CORPORATE MARKETING AND PRODUCT SPECIALIST @ OMEGA ITALIA (PRINTING)

- ▶ Creation and implementations of corporate's websites with dynamic platforms
- ▶ Creation of corporate' s newsletters
- ▶ Graphic creation of corporate' s promotions and advertisements
- ▶ Research and development of marketing solutions for corporate business
- ▶ Product specialization for Anajet printers for direct digital printing on garment and other materials
- ▶ Organizations and exposition of theoretical and practical courses for printers utilizations
- ▶ Corporate-to-customer contact and care for pre and post selling process

2014 - NOW GRAPHIC & WEB DESIGNER, MARKETING MANAGER @ TADDIA GROUP (COMPENSATION COMPANY)

- ▶ Study of existing corporate' s websites, and study of improvements for a better user experience, better web-knowing and easier usability for account and prospect customers
- ▶ Ideation and development of internal marketing campaign, web and printed, teaming with administration department
- ▶ Update and improvement of keywords pool of every corporate department (Google Adwords)
- ▶ Email marketing on selected business sectors
- ▶ Study of adv solutions for our national franchisors net, web and printed
- ▶ Complete management of corporate graphic department, for internal adv and for franchisors net
- ▶ Complete management of printing suppliers
- ▶ Social marketing administration of several different internal corporate identities

2014 - NOW FOUNDER & DESIGN DIRECTOR @ BUDDIES (WWW.BUDDIES.LIFE)

Buddies is a social network in real life. It lets you connect with other users close to you. Need a coffee break from studying? Have some time to kill and no one to be your accomplice? This is what Buddies is about! It's about always having someone to share your experiences with. It's about never being bored ever again. It's about being with friends. Anywhere. Anytime.

Find out more at www.buddies.life

- ▶ Logo and general design management and production
- ▶ GUI development (Bootstrap based project) for mobile and desktop version
- ▶ GUI wiring with developers team
- ▶ Infographics and social materials
- ▶ Coding and design solutions for a better development
- ▶ Corporate identity

2015- NOW GUI & GRAPHIC DESIGNER, UX IMPROVEMENTS @ SHAPEME (WWW.SHAPEME.IT)

- ▶ Web e GUI Design
- ▶ Logo and corporate identity design and improvement
- ▶ UX study and improvement, through planning and mockups
- ▶ Design and coding (HTML/CSS) optimization, for a better usability and cross-platform UI
- ▶ Interface development along with the IT team
- ▶ Infographics and other social graphic material

SKILLS

- ▶ Web e GUI Design
- ▶ Graphic Design and printing projects
- ▶ UX study and improvements
- ▶ Adobe Photoshop, Dreamweaver, Illustrator and InDesign software
- ▶ Other text editor like Github Atom or SynWrite
- ▶ HTML5 / CSS3 coding
- ▶ JavaScript implementation (jQuery, Leaflet and other libraries)
- ▶ Bootstrap framework
- ▶ Font Awesome and other font icon solutions
- ▶ Wordpress CMS (Divi theme framework)
- ▶ Mockup projects (pure graphic or software like Balsamiq Mockups)
- ▶ Direct Email Marketing
- ▶ SEO and Web Content Optimization
- ▶ Social media marketing
- ▶ Web editing
- ▶ Fonts, typography and printing
- ▶ Color schemes
- ▶ Marketing, strategy and problem solving
- ▶ FTP and Web Hosting knowledge
- ▶ AdWords and keyword research
- ▶ Digital photography and post production (photo editing)
- ▶ Computer proficiency
- ▶ Creative writing

STRENGTHS & PERSONAL SKILLS

- ▶ Work scheduling and goals achievement
- ▶ Team work
- ▶ Great ability in learning the use of new tools, especially in software and hardware areas
- ▶ Always willing to learn from new projects and coworkers
- ▶ Capacity of contact and communication
- ▶ Knowledge of office and printing advanced hardware
- ▶ Excellent writing skills and fast typing (around 100 words per minute on 10fastfingers.com)
- ▶ Passionate about fitness, video games, technology, comics, music, art and photography

LANGUAGES

- ▶ Italian : native language
- ▶ English: professional knowledge