

ORNELLA COSOLETO

Brand Identity • Interaction Design

Portfolio: ornellacosoletto.com

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📍 Born in **Italy** • Based in **Kraków**

I'm a multi-passionate Graphic Designer with **4+** years of experience creating research-validated **strategies, visual identities, and digital products.**

My work encompasses many cross-media projects, including designing **visual marketing campaigns** to promote in-house mobile platforms for a software product company.

SKILLS

- Design Strategy, Illustration & User Interface, Branding, Web & Mobile Design
- SRS, Information Architecture, Card Sorting, User Research, Task Analysis, Journey Mapping
- User flows, Wireframe & Mockup, Design System, Rapid Prototyping, Usability Testing
- Motion Graphics, Video Editing

TOOLS

- **Adobe** Creative Cloud
- Prototyping tools (**Sketch, Figma**)
- **Jira** and **Confluence**
- **Social media** and their professional use
- CMS (**WordPress**)
- Basic **HTML5 / CSS**

LANGUAGES

- **Italian:** Native Speaker
- **English:** Advanced

EXPERIENCE

Graphic Designer

[Posytron Engineering S.r.l.](#)

3 years • 08/2018 – 08/2021 • Reggio Calabria, Italy

- Collaborating with a **cross-functional agile team** (Product Managers, Developers, Marketing Managers) involved in the end-to-end design process of digital products;
- Managing a range of **brand design** and **marketing projects** (for Posytron and external clients) with a creative approach to business challenges;
- Creating design assets implementing a cohesive visual style in **online** and **offline** touchpoints (*sales presentations, email marketing, social media contents, brochures, videos, landing pages, etc.*);
- Designing products across **multiple platforms** and **devices**, balancing user's needs, business goals, and technical constraints.

Graphic Designer

[Freelance](#)

2 years • 2016 – 2018 • Remote

- Designing **logos** and **Brand Identity** maintaining the collateral design coherent across all touchpoints;
- Creating **marketing** and **advertising** materials (*collaborated with **Footway** for its marketing campaigns*);
- Designing **responsive websites** defining strategy and contents based on Information Architecture.

EDUCATION

Bachelor Degree in "Art Graphics"

[Accademia di Belle Arti di Reggio Calabria](#)

2013 – 2017 • Reggio Calabria, Italy

Grade: 110/110 L

Scientific High School Diploma (P.N.I.)

[Liceo Scientifico Statale "E. Fermi"](#)

2008 – 2013 • Bagnara Calabria, Italy

Grade: 95/100

I give consent to process my data with the purpose of the recruitment process, in accordance to the **Regulation of the European Parliament 679/2016**, regarding the protection of natural persons and free movement of such data.