



Valentina Gaffi
art director
& graphic designer
freelance

work experiences

- 2020:** start collaboration with Fao - Food and Nutrition Division (ESN)
- 2020:** collaboration with The Line Above 'N' Below per gara Novo Nordisk
- 2018:** - collaboration with Madvertising
 - start collaboration with Cannizzo Produzioni Srl
 - Almamedia, collaboration for Best100
- 2017:** - La nostra storia in gioco, institutional and services catalogues
 - Fisiotec, logo and responsive web site design
- 2016:** - Almamedia, collaboration I Quaderni di Alice Cucina
 - Nauticlub Castefusano, flyers, posters
- 2015:** - LT Multimedia/Almamedia, collaboration for Diari di viaggio di Marco Polo
 - Nauticlub Castefusano, flyers, posters, exhibition
 - Novel La rabbia è un bacio sulla bocca, poster, organization and introduction for the presentation of the novel
- 2014:** - Revelox, illustrations of products for e-commerce site
 - Nauticlub Castefusano, flyers, posters, exhibition
 - Ottica Macciomei, web site Wordpress development
 - Associazione promozione sociale Vicini di casa, logo and Wordpress web site design
 - Idrologica Umbra, adv, design elements and fitting press conference, advertising International Tennis in Rome
- 2013:** - Proutopique Architetti, website design and development - Html / Css
 - Nauticlub Castefusano, flyers, posters, t-shirt
 - Federmoto, Sardegna ISDE 2013 layout program
 - Feder Adv, design corporate brochure Rossi Impianti
- 2012:** - Nido Il Dirigibile, design corporate brochure, posters, plaque
 - Fonema Spa, illustration for the contest for the "Mini Cooper Award"
- 2011:** - Fonema Spa, illustration for Leaseplan event
 - Gli Spari Sopra Tribute band, logo, brochure, poster, t-shirt
- 2011-2012:** INXS free press, editorial design and layout
- 2010-2013:** - Visura Spa, art director freelance, adv, below the line, exhibitions
 - Lextel Spa, art director freelance, adv, below the line, exhibitions
- 2010:** - Fonema Spa, Izi Play event illustration
 - Centro Tecnico Federale Fib, design corporate brochure
 - Federazione Italiana Bocce, Campionati Mondiali di Bocce Raffa, adv, signage and exhibition event
 - Image Design adv, art director - adv, below the line
- 2009:** Gaffi Editore, cover illustration for the novel Giardini di Ioto
- 2008:** - LV&M adv, packaging and poster design Menarini
 - La locanda del borgo, web site design and development
- 2006-2009:** La squadra adv, art director - adv, below the line, editorial layout, web design
- 2001-2005:** S. Andrea 80 adv, art director - adv, below the line, exhibition
- 2000-2001:** Leonirossi adv, art director - adv, below the line
- 1998-2000:** collaborations with Officina della carta tipografia, ECO Srl informatica, Ce.di.e.p Srl, Effetto Immagine

education & training

- 2002:** professional course of "web design" at the Istituto Europeo del Design.
- 1998:** academic degree "graphics and advertising illustration" at the Istituto Superiore della Comunicazione.
- 1995:** high school certificate with a specialization in "visula communication" at the V Liceo artistico di Roma.

professional goals

My profession is the natural consequence of a great passion and curiosity for every form of visual communication, that you combine with a strong artistic spirit, they lead me to experiment with different visual styles, giving life to a recognizable background in my projects.

Each visual element has a character, a shape, a colour and a size, which correspond to a specific message, context and emotion. This is why I always start a project with careful research and analysis of reality and the fabric of belonging. Subsequently, together with the client, I identify the most effective, immediate and expressive communication concept.

I want to communicate and create always following my instinct and my style, the result of constant attention to everything around me, experimenting with different creative shades and deepening the new trends in graphic design.

skills

Art direction	Web design
Graphic design	Visual arts
Graphics	Advertising
Creative direction	Editorial
Typography	Interaction design
Logo design	Creative strategy
Branding & identity	Concept development
Visual communication	User interface design
Corporate identity	Packaging
Illustration	Vector illustration