



**Valentina Gaffi**  
art director  
& graphic designer  
freelance

## esperienze lavorative

- 2021:** - collaboration with Fao - Food and Nutrition Division (ESN)  
- collaboration with Cannizzo Produzioni Srl
- 2020:** start collaboration with Fao - Food and Nutrition Division (ESN)
- 2020:** collaboration with The Line Above 'N' Below per gara Novo Nordisk
- 2018:** - start 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 Marcopolo  
- 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 Macchiemei, 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 loto
- 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

## istruzione & formazione

- 2002:** corso professionale di "web design" all'Istituto Europeo del Design.
- 1998:** diploma di "grafica ed illustrazione pubblicitaria" all'Istituto Superiore della Comunicazione.
- 1995:** maturità artistica con specializzazione in "comunicazione visiva" presso il V Liceo artistico di Roma.

## professional goals

My job is the obvious consequence of a great passion and curiosity for any form of visual communication that, combined with a strong artistic spirit, has made me experiment with various visual techniques, creating a background that is always present and visible in my projects.

Each visual element has its own character shapes, colors, dimensions, correspond to a message, a context, a precise emotion. For this reason I always start a project with an in-depth research and analysis of the reality and fabric of belonging to the concept to be communicated. Then, together with the customer, I understand the soul of the communicative message, to identify the most effective, immediate, expressive result.

Communicate and create always following my instincts and my style of constant attention to everything around me, experimenting with different creative nuances and deepening the new expressive logic of graphic design.

## competenze

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