



**MARCO MARCIANO**  
VISUAL DESIGNER

Visual Designer now based in Leiden since 2016.

Experienced UI Designer at Red Melon: responsible for the design of over 30 web projects.

Five years of previous experience in Italy working with brand identity, packaging, motion graphic and logo design.

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## Skills

### Print & UI design

Visual Identity | Brand Design | Logo Design | Packaging | Wireframing | Prototyping | Icon design | Interface Design | Interaction Design

### Tools

Adobe XD | Photoshop | Illustrator | HotGloo | ProtoPie | InDesign | After Effect | Light Room | HTML & CSS

## Courses

**Bootcamp**  
Front-end development  
Turing Society

**Visual communication**  
Accademia di Belle Arti di Palermo and AIAP Summer School

**Information design**  
Accademia di Belle Arti di Palermo and AIAP Summer School

## Languages

**Italian** Native speaker

**English** Fluent

**Dutch** Moderate

## Interests

Music, bass guitar, photography, history, visual arts, calligraphy, martial arts and movies

# Experiences

2017 - Present

## UI/Visual Designer

Red Melon, The Netherlands

I have improved the quality of the online communication of several Dutch and international companies by creating website interfaces tailored for their business.

- ✔ Completed more than 30 website interfaces and other web-based projects
- ✔ Improved the productivity of the company by keeping direct contact with clients and writing instructions and developer material in order to accelerate the development process
- ✔ Designed logos, brochures and packaging
- ✔ Developed skills in Wireframing, Prototyping and UI design

2016 - 2018

## Visual Designer

Turing Society, The Netherlands

As a volunteer, I helped Turing Society with their mission of involving people in IT. I defined and maintained their visual communication. I designed their Visual Identity and logos for their chapters in the Netherlands, Lithuania and Mexico.

- ✔ Managed/cured the design for social media for the Netherlands and Lithuania
- ✔ Created illustrations and icon sets
- ✔ Designed the new website
- ✔ Designed the logo and visual identity

2015 - 2016

## Visual Designer

Sanlorenzo Mercato, Italy

Sanlorenzo Mercato is a startup that aims to raise the business of Sicilian traditional food to the next level. While working at Sanlorenzo in the earliest stage of its existence, I have had 2 roles: first I designed the entire visual identity, then I designed the visual content for social media and deliverables such as packaging, brochures, etc.

- ✔ Informed the thousands of daily customers about the origin of a product and its production process by designing infographics
- ✔ Contributed to the marketing of the company by creating visual content, helping to reach 40,000 followers on the social media of Sanlorenzo
- ✔ Created a consistent visual identity that included packaging, icons, signage and labels

2012 - 2013

## Webdesigner

Iriscommunication, Italy

I participated in several projects such as the Sherbet Festival. Also I designed and developed the website for the election campaign of a candidate mayor in Palermo. My main role in this company was a front-end developer and designer.

2013 - 2016

## Bachelor of Arts degree (cum laude) in Graphic Design

Accademia di Belle Arti di Palermo, Italy

During my undergraduate studies, I developed my design skills by attending practical and theoretical courses. I also joined international projects that helped me to understand how to put my knowledge into practice.

