Alessandro Neri

Place and date of birth: Rome (Italy), 20 Sept 1969
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Portfolio: Alessandro-Neri-Creative-Portfolio.pdf

PROFESSIONAL EXPERIENCE

Decades of experience in the ICT sector.
15+ years of experience in coding, 9+ years in Web & Graphic design and 6 years as a specialist with key skills in visual communication.

Over the past 12 years, I have successfully led the conception and launch of currently active digital and entrepreneurial projects for Birdbox Records (record label), Fingerbags (manufacturing company) and Just Pharma (pharmaceutical company).

Caserta (Italy), May 2023 - today
Project Manager | Tech Rain | soft.it/

Manager for inter-company paperless services. Leader of a team of over twenty professionals. Focused on efficient resource planning and management. Organization and leadership fundamental to the success of the business.

Objective: reduction of storage space and maximization of operational efficiency through AGID (Agenzia governativa per l'Italia Digitale).

Rome, Milan (Italy), August 2017 - April 2023
Visual Communication Specialist | Softlab tech | soft.it/softlab-tech

Senior role in the company Marketing & Communication Department, specializing in the organization of trade fair stands, technology partnerships, meetings and events for external and Group stakeholders, including the most important MERCATI DI TRAIANO - MUSEI CAPITOLINI, AISCRIS (Italian Association of Consultancy Companies for Research, Innovation and Development), CNPI (National Council of Industrial Experts), EUCONSULT ITALIA (NLF - Nonprofit Leadership Forum), WIL EUROPE (The European Network for Women in Leadership), in various editions.

Objective: to ensure organizational success, visual impact and audience involvement.

Rome (Italy), April 2015 - July 2017

Senior Graphic Designer | Softlab | soft.it/

Unique role in the company Marketing & Communication Department, specializing in the creation of graphic projects. Skills include design and production of company logos, carousels for social media, infographics, typographic designs for exhibition stands, museum backdrops, brochures, website design and development. Advanced skills in animated presentations, video editing and creation of short videos for corporate campaigns.

Objective: to develop compelling and effective visual materials.

Rome (Italy), London (England), Warsaw (Polland), November 2013 - March 2015
Web & Graphic Designer | Freelance

Front-end design and development of numerous graphic interfaces for high-impact websites and web applications.
In direct contact with stakeholders.

Rome (Italy), July 1996 - October 2013
Software Developer | Softlab | www.soft.it

Software developer, functional analyst, team leader.
Areas of software design: process, function and data analysis, coding, database implementation, testing and deployment.

TECHNICAL KNOWLEDGE

- Mastery of Windows and Mac operating systems
- Excellent knowledge of design tools such as Photoshop, Illustrator, Premiere, After Effects, InDesign
- Excellent knowledge of the Microsoft Office suite such as Power Point, Excel, Word, Access
- Excellent knowledge of Keynote for Mac
- Excellent knowledge of Wordpress and Shopify CMSs
- Familiarity with HTML/CSS/Javascript languages
- Knowledge of the main UI Wireframe Tools Sketch, Figma
- Knowledge of design logic, analysis, SW development and programming languages such as Dart/Flutter, .NET, Java, C#, PHP
- Knowledge of relational DBs such as SQLServer, Oracle, IBM DB2, MySQL, and related SQL programming language
- Use of the main collaborative software as Slack, Google Meet, Microsoft Teams, Zoom

EDUCATION

- Visual and Graphic Design certification, 2017
- Adobe Photoshop certification, 2017
- Software Developer Diploma, 1995

LANGUAGES

ENGLISH
- Good written and spoken level
- C2 certification at Italian and English institutes
- Two-year work experience in England and Poland

ADDITIONAL INFORMATION

- Willingness to travel and work abroad
- Proven work experience in teamwork, regularly interacting with professionals such as Copywriters, Creatives, Software Developers and Social Media Managers
- Highly organized, with exceptional planning skills reflected in every phase of work, able to ensure deadlines are met and commitments fulfilled
- People-oriented, able to lead and inspire others, fostering a positive and collaborative work environment
- A keen eye for visual details, while preserving the overall vision of any project