

## SKILLS

**ADDRESS**  
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ANGERA (VA) - I

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**CONTACTS**  
ro.visual@gmail.com  
M.+39 320.8148072  
born in Angera (VA)  
on 24/04/1980  
italian citizen  
DL+personal car

### FOREIGN LANGUAGES

ENGLISH: fluent  
FRENCH: fluent  
GERMAN: good  
2013 - DITALS1  
Certificate University of  
Siena: Teacher of Italian  
as a foreign languages  
for University Students  
and Adults.

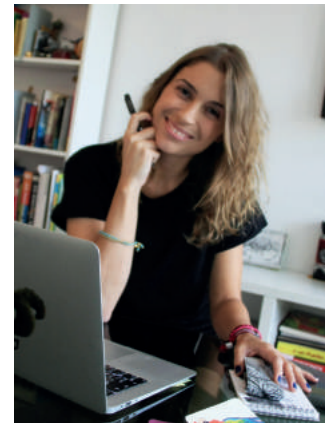
**INTERESTS** art, comics,  
archaeology, drawing,  
yoga, tennis, fashion,  
architecture, retail,  
design, travels.

### SW/TOOLS SKILLS

Excellent use (Win & Mac) of:  
Microsoft Office, Adobe Photoshop,  
Illustrator, InDesign. PM with Asana  
and Trello, Pipedrive. Expert in web  
tools and analytics, lateral approach  
to UX and social media.

### PAPERS PUBLISHED

25/05/2017 - ESNE MADRID:  
publishing and discussion of the  
paper: "Teaching in the startup era:  
a lean approach" at International  
Conference on Innovation in Design  
Education" [cidd.esne.es](http://cidd.esne.es)



## EDUCATION

**EXPERIENCE:**  
I've worked as a Visual  
merchandiser and  
Image coordinator for  
12 years, then enjoyed  
the experience of  
founding a successful  
startup (Biz developer  
at FILO). I've never  
stopped studying and  
searching for upcom-  
ing trends. I like to  
make my students feel  
inspired and involved  
into brainstormings, in  
order to avoid the  
motif and sort out  
disruptive ideas. I'm  
back to my career as a  
lecturer cause I feel it  
has been the most  
rewarding one  
emotionally speaking.

**1999\_** High School Diploma (foreigner languages) *Maturità Linguistica, 100/100.*

**2001\_** Fashion Designer certificate, "Accademia di Moda e Arte del Costume KOEFIA" in Rome (University degree course).

**2002\_** Jan. Post-graduate course **ART DIRECTOR CORPORATE IMAGE**, Italian Fashion School, Milan. Attended with scholarship (25 ppl selected), organised by "Camera Nazionale della Moda", directly facing several case histories in the field of fashion/design, with a creative approach.

**2002\_** March **SHOP VISION**, c/o Domus Academy, Milan. Scholarship won. New proposals and scenarios for the retail sector. Together with architect Aldo Cibic, I worked in a creative, international team of 3 people, to find an innovative concept for a department store, based on the analysis and exploration of evolutions and innovations of the POS.

**2004\_** Dec/**2005\_** Feb **PRODUCT DESIGNER** c/o Asfora, Chieti. Design history, materials and methods of the industrial design, creative process/concept, 3D modelling (sw cad: Rhinoceros).

**2005\_** March/July **"CARTOON EXPERT"** c/o "Magica", Rome. Animation, Comics History, concept design, layout, storyboarding, 3D modelling +animation (Maya) and editing (Avid).

**2008\_** Jun/Jul **INTERIOR DESIGN FOR RETAIL** Central Saint Martins, London Short course to extend and update my know how in the field of Retail Design.

**2011\_** **PATTERN MAKING FOR BAGS** I learnt from an artisan how to make pattern and sew leather bags, turning the project into something real by myself.

**2012\_** **MUSEUM EXHIBITION DESIGN** Workshop at Accademia di S.Luca, Rome.

**2014\_** **INNOVATIONLAB** intensive and challenging training for startupper: from the lean canvas to biz model/plan, creative process to disruptive ideas, funding, scrum method, communication in the digital era. At the end of it, I founded Filo, an innovative startup.

**2016\_** **RYOGA** Yoga Teacher Training - Ashtanga - 200 hrs - certified teacher Yoga Alliance.

## PRESENT + LATEST ACTIVITY: LECTURER AND VM CONSULTANT

**GOALS:**  
I'm curious, proactive  
and creative person,  
with a lateral approach  
to projects. I'm used to  
define, check and  
implement strategie, to  
coordinate and train  
big teams, to create  
guidelines and study  
programs. I'd like to  
join an exciting  
environment and to be  
able to push students  
to the next level, to  
share my know how  
and to inspire curiosity.  
I'm available to travel  
extensively.

➡ 2017 **VM Consultant** for **Ispira Ltd.** Presentation of a document featuring a deep analysis of present benchmark/case histories of international VM, in a comparison with the client's new format, at **OVS** annual conventions with a total audience of around 600 store managers. Organisation of a competition for the best grouping of mannequins.

➡ 2017 **Mentor** at **J.CABOT UNIVERSITY**, Mentors for growth Program, and **Visiting Professor** at **ACCADEMIA BELLE ARTI RIPETTA**, fashion design, **RICHMOND** University, Cultural Studies.

➡ 2011/PRESENT **Lecturer** for **ACCADEMIA ITALIANA**, Rome (Italian and English classes, fashion and jewellery 3 yrs degree MIUR course) of **FASHION MARKETING** (fundamentals of branding and corporate image), **THEORY & HISTORY OF STYLE**, **BUSINESS PROJECT** (startup approach to turn an idea into a real business).

➡ 2012/PRESENT **AUBURN UNIVERSITY**. Private tours or international study abroad students, focused on italian fashion brands (with the kind help of VIP PR e.g. Fendi), store design and merchandising fundamentals.

➡ 2005/PRESENT **Lecturer** for **CONFESERCENTI**: courses of VM and Retail Management with a technical/practical approach for Store Managers and SA (more than 15 classes).

## CAREER: ACCOUNT AND PROJECT MANAGEMENT/BIZ DEV.

- 2015/2017\_ **Founder & CBDO**, FILO srl. www.filotrack.com. (presently 15 employees). innovative startup part of Luiss Enlabs acceleration programme, which received a funding from LVG. We launched a stylish, made in Italy bluetooth tracker for valuables. I've been a working partner for 2 years, dealing with corporate communication, international announcements, presentations to investors, Project Manager of the branding dept: checking of suppliers/production/progress/logistic. Head of the Corporate biz Dept, conversion and relation with clients such as AirBnb, Cisco, EY, Accenture, IBM. Offline marketing, contents, set up of events and fairs. From July, 17, non-working partner.

## CAREER: LECTURER FOR PRIVATE UNIVERSITIES, BRANDS

- 2016\_ **Lecturer** for **LUBIAM** (Mantova) of Retail and VM Techniques for store and marketing managers. Athena, Brescia.
- 2012/2014\_ **Lecturer** for **IED Moda Milan**: \*VISUAL MERCHANDISING (Marketing degree 3 yrs course and Master Level 6 Westminster - tot. ca 60 students): \*PROJECT MOODBOARD (Styling Degree 3 yrs course, ca 60 students).
- 2011\_ **Corporate Trainer** for **SIXTY SpA**, Chieti, for the international VM team and creative depts.
- 2009/2013,\_ **LECTURER** of Fashion design, History of Costume, Fashion Culture, Visual Merchandising, Retail for Accademia del Lusso (Rome and Naples), Istituti Callegari (Rome, Belgrade). Tot. more than 25 classes, ca. 200 students.

## CAREER: ART DIRECTION, VISUAL MERCHANDISING AND PROJECT MANAGEMENT

- 2016\_ **VM Consultant** for **SAMSONITE** (Belgium): editing of Worldwide VM Book with concept, shooting, contents, layout.
- 2013/2015\_ **Visual/Corporate Image and Project Management** for **POSTE ITALIANE**: head of VM Dept, project of new elements for the offices, define visual guidelines, VM website contents. Training and management of 126 professionals dealing with brand image all over Italy, on ca.12000 post offices. Interaction with agencies for campaigns, KPI definition
- 2004/2014\_ **Visual merchandiser and Retail/Window design consultant** for private clients (concept, suppliers, set up).
- 2011/2012\_ **Visual Merchandiser** for the WHLS Market - Key clients South of Italy - **Marketing Dept** at **DIESEL ITALIA**: check of logistic and sell out, windows upgrade projects, instore kick off, show room set up, retail field training.
- 2005/2011\_ **Visual Merchandiser** for **TRUSSARDI**. Instore+windows set up, coaching the SAs on company standards, fabrics, collections, selling techniques, VM guidelines. Management of new openings.
- 2010/2011\_ **VM consultant** for **SIXTY SpA**: VM books layouts, choose outfits for the shooting, styling of the mannequins, set up of windows, instores, openings (Lisbon, Oporto, Munich,...), coaching of international colleagues about collection structure and VM techniques; design of display elements, set up of the show room+fair stands 4 Bread&Butter.
- 2008/2011\_ **Graphic Designer** for **ZEDCOMM** and **SANPOLO** (press agencies based in Milan): layout and contents for invitations to events and fairs, newsletter layout and corporate image.
- 2009/2010\_ **Visual Merchandiser** for the wholesale market, **Marketing Dept** at **DIESEL ITALIA SPA**: set up of the collections into stores, show rooms, dept. stores, events; training to customers, projects for windows on a marketing campaign basis (BE STUPID), budget/suppliers management.
- 2009\_ **Retail Designer** for Bambogj Store (Bologna, Riccione): furniture design & coordinator of "Wrekon" artists team. Retail projects for **FRAMMENTI**: layout, furniture design, suppliers research and check, up to final set up, Pescara.
- 2009\_ **Illustrator** for the "Otter Museum", Caramanico Terme, sponsored by The Coca Cola Company.
- 2006-2009\_ **Image Consultant and Retail Trainer** for **ZEIS EXCELSA**, (MERRELL, CULT, BIKKEMBERGS). Projects for outstanding windows, suppliers' management, set up, instore + window display, training of store managers on VM.
- 2005-2008\_ **Visual Merchandiser** for **NIKE**. Wholesale shops (in-store and windows set ups), coaching the shop assistants, reviewing promotional campaigns, checking competitors' activity.
- Oct.-Nov. 2005\_ collaboration with Alta Design (PE): creation of a new Retail Concept for **NOKIA**.
- 2004/2006\_ **Style&design consultant** for **SLOWEAR**. Corporate Image for the show room in Milan, Zanone Shop, italian WHLS shops, fairs (layout design, element research and display Design and setup of exciting windows; graphic projects for product elements such as hang-tags, POP, invitations, furniture elements; drawings for Zanone model book.
- 2002/2004\_ **Visual Merchandiser** european market for **SIXTY** group: store openings, project management, merchandising, windows creation, VM books, show room and seasonal set up), for the brand MURPHY AND NYE.
- 2002\_ Fashion Designer at **PHARD**    2001\_ Stage in the Marketing Dept of **FORNARINA**.

I hereby authorise the use of my personal details

updated July, 2017

