Sofia Conti

Art Director

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Art director with nine years in brand identity for fashion and food. Leads a team from the first sketch to the shelf, in Italian and English.

WORK EXPERIENCE

03/2021 – Present

Art Director

Studio Navigli, Milan, Italy

- Lead a team of five designers on identity and packaging for 12 clients a year.
- Created the rebrand of a 90-year-old pasta maker, now on shelves in 14 countries.
- Won two ADI Design Index selections for packaging.

09/2016 – 02/2021

Senior Graphic Designer

Casa Moda Group, Milan, Italy

- Designed seasonal campaigns for three apparel brands, in print, retail and social.
- Set the typography and grid rules used across all three brands.

EDUCATION

2016

MA Visual Communication

Politecnico di Milano, Milan, Italy

SKILLS

Technical — Brand identity · Art direction · Packaging · Typography · Campaign design

Tools — Adobe Creative Cloud · Figma · Cinema 4D

Languages — Italian (native) · English (fluent) · Spanish (intermediate)