Sofia Conti

Art Director

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01 PROFILE

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.

02 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.

03 EDUCATION

2016

MA Visual Communication
Politecnico di Milano, Milan, Italy

04 SKILLS

Technical

Brand identity
Art direction
Packaging
Typography
Campaign design

Tools

Adobe Creative Cloud
Figma
Cinema 4D

Languages

Italian (native)
English (fluent)
Spanish (intermediate)