



FEDERICO TESSARIN

• senior web designer •

GENERAL INFO

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Personal Details:
February 15th, 1987 ▪ Italian
Male ▪ Single

ABOUT ME

Innovative and performance-driven professional with comprehensive experience in website development and graphic designing at the global level. Notable success in leading and mentoring team to enhance work proficiency.

QUALIFICATIONS SUMMARY

- Adept at designing, creating, and maintaining web content to meet marketing requirements.
- Expertise in crafting solutions for layout and styling issues across multiple browsers and mobile devices.
- Proven track record of developing and optimising graphic content for social media, online ads, and website use.
- Recognised history success in building, facilitating and documenting testing of web development, and offer on-demand web maintenance, content management, and technical support.

SKILLS

Web Design		HTML/CSS/JS	
Graphic Design		Database SQL	
UX/UI		Windows/Mac	

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EXPERIENCE

2016 - present

Web & Digital Designer

Lena Group SCG, Milan (Italy)

Deal with multiple clients at national and international level by managing and developing websites with registration systems, linked to the company's IT management. Design and create mobile-ready newsletters to optimise email newsletter signup process for mobile. Enhance operation proficiency by delivering IT support. Ensure customer satisfaction by providing training to clients on-site and remotely. Ensure smooth workflow by supervising application development of iOS and Android for a medical congress.

- Doubled company turnover through strategic business planning.
- Assisted CEO in business development to generate maximum revenue.
- Accomplished positive feedback from clients by improving layout design.
- Gained considerable speed in managing and executing tasks within time constraints.

2015 - 2018

Creative & Communication Manager

Easynurse S.r.l, Milan (Italy)

Directed various creative and communication operations, including graphic development, web creation, and communication technology to accomplish productivity target. Started website development and graphic designing in the healthcare field that supported by Unicredit. Developed brand starting from logo and later on create entire corporate image.

- Achieved recognition from Amazon for the best speech by contributing in Web Summit (lisbon).
- Utilised SEO technology to positioned website for most of the keywords on the front page on Google obtaining thousands of impressions and clicks every month (organic search).
- Developed customer service bot that saved the company the cost of hiring a dedicated person.

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EXPERIENCE

2016 - 2018

**Head of Brand Restyling / Graphic Manager
Tigellabella Franchising, Pavia (Italy)**

Provided graphic support through production of on/offline material to restyle Tigellabella franchising brand and corporate image. Optimised company product sales through out the Italy by crafting graphics design on daily basis.

- Enhanced 25% in annual shop openings since 2017 by developing brand more modern and attractive.

2008 - Present

**Web and Graphic Designer
Freelance, Milan (Italy)**

Spearheaded graphic and web projects, including designing company logos, barouches, flyers, and catalogues to assure project completion within budgetary and time constraints. Improve graphic design quality by implementing main graphic elaboration and prototyping tools.

- Significantly increased remuneration and consequently turnover by managing customer independently.
- optimised the execution time of a project from 50% to 15% by developing a strategic project life cycle plan.

ADDITIONAL EXPERIENCE

2016 - 2018

Co-inventor Medical Device, Rainbow

2005 - 2009

Graphic & Co-Founder, MyBriosh

VOLUNTEER EXPERIENCE

2015 - Present

Web Designer, Alimentando Onlus, Pavia, Italy, 2015-Present

2014 - Present

Web Designer, Associazione Fulvio Cimarolli, 2014-Present

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EDUCATION

2000 - 2005 **Secondary School Diploma in Mechanical Engineering**
ITIS Cardano, Pavia, Italy

TECHNICAL SKILLS

Adobe: Illustrator / Photoshop / Dreamweaver / InDesign / XD

Office: Word / Excel / PowerPoint / Outlook

Os: Windows / Mac

Web: HTML - CSS - Database SQL - DNS - WordPress - SEO

LANGUAGES

Italian: Mother Tongue

English: B2

PORTFOLIO

<https://www.federicotessarini.it/portfolio>