

Viviana Greco

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CAREER SUMMARY

44 years old, graduated in industrial design.

I worked for 8 years as a **marketing designer** at Tesa Spa, a multinational company specialized in the production of adhesive solutions. I designed brochures, catalogues, advertising, merchandising and trade fair stands. Due to internal restructuring my position has been suppressed.

I started my career as industrial designer at Whirlpool, continuing in the Lenci Design studio in Rome. The offer of a collaboration with a hosting agency then led me to start a freelance activity as industrial, web and graphic designer, starting collaborations with an advertising agency (Kronomark), a marketing agency (Emotion Marketing), a design studio (Nicola Novelletto) and an IT services company (Iway Srl).

The “passion for drawing and the project” and the related technical aspects are the common thread that binds all of my different professional experiences. They also show my flexibility and ability to work at 360 degrees on different areas.

PROFESSIONAL PATH

2012 → 2020

Company: Tesa SpA

A leading international manufacturer and marketer of adhesive solutions

Role: graphic e web designer

Main activities: Merchandising | Display design | Brochures, flyers and advertising | Supplier management | Sales agents support (in Hardware, Stationery and GD channels) | Web site management by CMS | Fair stands design.

Skills acquired: Ability to deepen my knowledge from a broader and professional perspective | Working simultaneously on a variety of products | Manage problems and potentials of different sales channels (hardware, stationeries, GD and industry) | To develop and adapt ad hoc the communication, aimed at to launch campaigns or raise product, to the Italian market | Designing different types of materials for the point of sale, as displays kit and shelf customization.

2005 → 2012

Freelance

Role: industrial, graphic and web designer

Main activities: Industrial design | CAD/CAM design | Internet sites development | Flash animations, banners, newsletters and DEM creation | Brand identity | Brochure, flyer and advertising | Technical illustrations.

Skills acquired: Manage different types of customer | Expertise development in plastic molding issues | Technical drawings, rendering and 3D CAD-CAM development | UX and cross browsing web site design | Learn and update techniques and programming languages | Treat the customer brand identity through the elaboration the logo, brochures, advertisements and flyers (such as the 360 degree project for the Tempio delle Delizie: logo, website, BTL materials and point of sale).

Clients: F.Ili Porta (taps manufacturer), Tonini (windows and doors manufacturer), Martinelli (handles manufacturer), Greenwich (objects manufacturer), Tempio delle Delizie (frozen product manufacturer), Iway Srl (IT services), Agilesoft Srl (software house), Top Media Srl (publishing house), Kronomark SpA (advertising agency), Studio Aziendale Savi (accountant).

2010 → 2012

Company: Emotion Marketing - Marketing agency

Role: graphic and web designer

Main activities: Web sites development | Flash animations, banners, newsletters and DEM creation | Brand identity | Brochure, flyer and advertising.

Skills acquired: Develop and learn how to approach communication from marketing perspective working with demanding clients.

Clients: Il Sole 24 Ore (publishing house), Retex S.p.A. (retail consultant), Berma Corporate (IT services), Security Castle (security consultant)

2004 - 6 months

Company: Promitalia di Pomezia - Marketing agency

Role: graphic and exhibit designer

Main activities: Customizing and designing gadgets | Brochures designing | Fair stands design.

Skills acquired: Set the stand layouts analysing logistic and functional clients requirements | Supplier management.

Clients: Procter&Gamble, Johnson&Johnson, Ansa

2001 → 2004

Company: Lenci Design di Roma – Design studio

Role: industrial designer

2000 → 6 months, internship

Company: Whirlpool Europe – Appliances industry

Role: industrial designer - Selected thanks to a project on a dishwasher made during a Politecnico course.

Main activities: Industrial design | Supervision of internal prototype laboratory | Further development of knowledge on plastic and metal moulding | CAD/CAM design.

Skills acquired: Work into direct contact with client and to be involved the engineering of products | Technical drawings, rendering and 3D CAD-CAM development.

Clients: Teuco, Tonic, Newform, Fornara & Maulini

Main activities: Industrial design | Design of refrigerator components | Supervision of internal prototype laboratory | Further development of knowledge on plastic and metal moulding | Technical drawings, rendering and 3D CAD-CAM development.

Skills acquired: Operate in a well structured and International company | Designing independently | Interact with other company departments (engineering, marketing and prototyping laboratory).

EDUCATION

December 2008

Sketching design course at Istituto Europeo of Design in Milan.

June 2002 and November 2003

Think 3 training

December 2000

Degree in **Industrial Design** at Architecture department of “Politecnico di Milano”. Grade: **97/100**
Experimental thesis “Fire and water: multifunctional cook top” in co-operation with Whirlpool Europe.

July 1995

Graduation from **Liceo Classico** “L. Pirandello” in Bivona (AG). Grade: **60/60**

LANGUAGES

ENGLISH

B2 - Intermediate written and spoken.

Used continuously in international relations in both Tesa SpA both Whirlpool SpA.

Courses attended:

1995 Five weeks course in London

1999 Four weeks course in Dublin

2011/2016 Annual course at Lingue in Comune (2/4h per week)

2013 20h Individual course at Shenker of Milan

2015/2016 40h Individual course at Myes of Milan

2020 40h Individual course at Internation House of San Donato Milanese

SPANISH

B2 - Intermediate written and spoken.

Courses attended:

2009 Annual course at Lingue in Comune (6h per week)

2011/2012 Annual course at Lingue in Comune (2h per week)

2011 Two weeks course (20h per week) at Estudio Hispanico in Tarifa – Spain.

SOFTWARE KNOWLEDGE

Platform: Windows and Macintosh

Graphics: Photoshop · Illustrator · Indesign · Power Point

Video editing: After Effects

Web design: Dreamweaver · Good knowledge of html and css · Wordpress · Responsive web design · Basic knowledge of php and mysql - Adobe XD

Tecnical drawing and 3D modelling: Rhino · Alias · Autocad

Merchandisign: Spaceman

PERSONAL DATA

Born in Bivona (AG) on 06-06-1976 | Civil status: Single | Nationality: Italian

STRENGTHS

Organization, rationality, efficiency, speed, accuracy, creativity, manual skill, ability to work at 360 °

SOME ELEMENTS OF MOTIVATION

Working in a creative and technical environment, solving problems, to be in contact with clients, travel.

PERSONAL FEATURES

Excellent interpersonal skills and ability to work in teams, ability to work independently, reliable and flexible, excellent organizational skills, ability to problem solving.

INTERESTS/HOBBIES

Drawing, painting, cooking, gardening, reading, movies, sailing, hiking.