



VALENTINA MASOTTI

Brand & Digital Visual Designer

NOVATE MILANESE | MILANO | PESCARA - ITALY

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Brand & Digital Visual Designer specialising in web design, digital communication and brand identity. I design websites, landing pages and digital experiences that help brands communicate clearly and consistently across every touchpoint. Having worked with **startups**, **SMEs** and in-house teams, I combine strategic thinking with a strong attention to visual design, usability and collaboration. My multidisciplinary background spans fashion, energy, lifestyle, jewellery and digital services, giving me the ability to quickly understand different industries and translate their needs into clear, effective visual solutions.

SKILLS | Brand Design, Digital Visual Design, Web Design, UX & Wireframing, UI, HTML & CSS, Digital Communication, Marketing, Meta Ads, Content & Storytelling, A/B Testing, Graphic Design, Photo Editing, Social Media Content, Illustration.

SOFTWARE | Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Figma, CMS as WordPress and Shopify, Brevo, MailChimp, Procreate, AI as Firefly, Nano Banana, Claude, Chat GPT, Miro, Notion, Slack, Google Workspace & Analytics, Meta Business Suite, Microsoft Office, Canva.

QUALITIES | Analytical mindset, Strategic thinking, Creativity, Problem solving, Project management, Client relationship management, Cross-functional collaboration, Adaptability

LANGUAGES | Italian (mother tongue), English.

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER (2024 > now) | Design websites, landing pages and e-commerce platforms (WordPress & Shopify) for startups and growing businesses. Develop visual identities and digital assets, ensuring consistent brand experiences across web and marketing channels. Collaborate with clients from briefing to delivery, supporting branding, digital communication and campaign execution. Manage Meta Ads campaigns, newsletters and performance optimisation to support business objectives.

A'MMARE JEWELRY (2024 > now) | Founded and developed an independent jewellery brand, designing its visual identity, website and digital customer experience from concept to launch. Manage brand communication, e-commerce, content creation and digital marketing.

APPCYCLED (2021 > now) | **SUSTAINABILITY** | Co-founded a startup focused on circular fashion, leading the visual identity, website design and digital communication strategy. Created digital content, newsletters and marketing assets while collaborating with designers, partners and multidisciplinary teams to grow an engaged online community.

ENEGA SRL (2021 > 2023) | **ENERGY** | Designed visual assets, landing pages and digital communication materials for marketing campaigns and corporate communication. Supported website development (WordPress) and collaborated with marketing teams to ensure a consistent visual identity across digital channels.

BLAZERBAR (2021 > 2023) | **FASHION** | Developed branding, digital communication and visual assets for fashion and technology projects. Designed packaging, social media content and marketing materials while collaborating with multidisciplinary teams to deliver consistent brand experiences.

ARCASE GROUP (2015 > 2021) | **REAL ESTATE** | Created digital and print communication materials, managed website content and social media, collaborated on marketing initiatives, presentations and visual assets for both digital and offline channels

EDUCATION | Master UX Design Essentials @ Talent Garden Innovation School (2020)
Master Press Agency for Fashion @ Eidos Communication (2011)
Bachelor's Degree in Design @ Politecnico di Milano (2010)