

FRANCESCA NOEMI MARCONI

It all started with an exam about Papal Iconography, studying those universally symbols I discovered my interest in graphics and visual communication. I got a advertising graphic diploma and afterwards I attended several courses to acquire necessary skills.

GRAPHIC DESIGN Cappiello Academy, Florence

WEB DESIGN Frame School, Florence

FASHION DESIGN Polimoda Summer Course, Florence

TYPE DESIGN Politecnico, Milan

INFOGRAPHIC Politecnico, Milan

VIDEO EDITING Bigrock, Treviso

EXHIBITION DESIGN Palazzo Spinelli, Florence

LUXURY MARKETING & COMMUNICATION MASTER IISole24Ore Business School, Milan

STORYTELLING Scuola Holden, online

TOSCANA DEL LIBRO | Graphic Designer 2011

Graphic material for publishing exhibitions promotion

la strada dei festival del libro TOSCANA del LIBRO STATE OF PROJECTS OF PERSONS

PISA BOOK FESTIVAL | Social Media & Graphics

Social Media Specialist & organization Illustrators Award Talent Next: graphics, social, catalogs, exhibition and help desk.



WEB DESIGN PROJECT | Frame School 2012

Web Design Course - Final Project: HTML web site

Esperienza Idee, Risultati

CHIAREZZA.IT I Data Visualization 2012

Infographic about cars for Chiarezza.it





FASHION DESIGN | Polimoda Summer Course 2012

Fashion Design Course - Final Project: Japants



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02_PANTS

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03_SKIRT

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MY T-SHIRT | Graphic Designer 2012

New graphics for My T-Shirt iconic t-shirts.

GIULIA BRUNI FASHION BLOG | Graphic Designer & Social Media

Graphic designer, social media manager e web editor for Giulia Bruni.



TYPE DESIGN

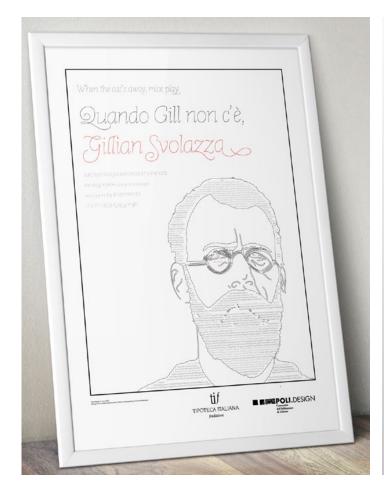
Politecnico di Milano 2012

Type Design Course Final Project: a new serif font from Gill Sans.

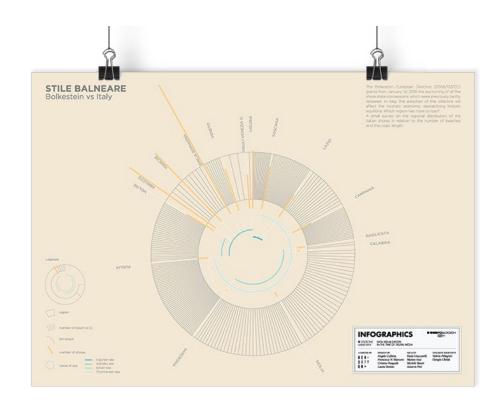
ORSA MINORE

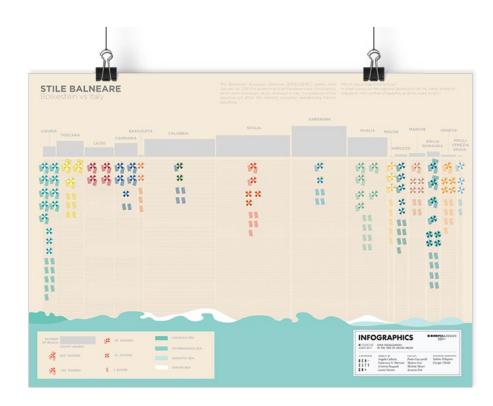
Graphic Designer 2012-2013

Graphic material for theathral show promotion at Cantiere Florida theater.



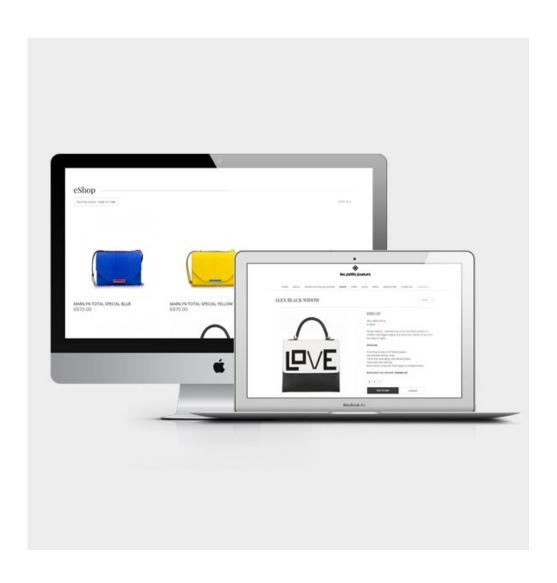






DATA VISUALIZATION | Politecnico di Milano 2013

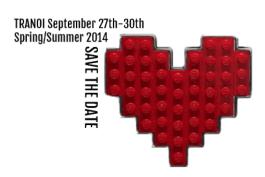
Infographic Design Course - Final Project: infographics for italian beaches.



LES PETITS JOUEURS | Graphic Web Designer & Social

Web site, e-commerce, catalogs, lookbooks, linesheet, presentations, newsletter, packaging, photo editing and social media specialist.





September 27th-30th 2013 from 9am to 7pm Hall Foyer – Stand X16 Tranoi Tradeshow – Carrousel Du Louvre





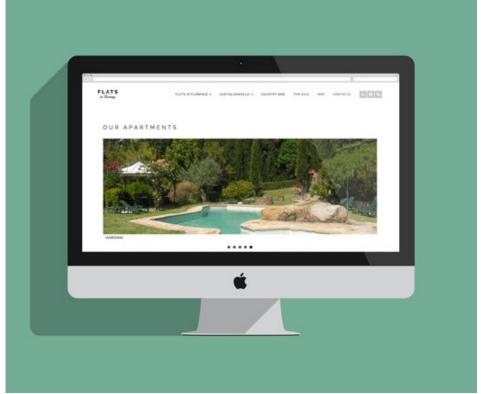
DRI DRI BRASIL | Newsletter 2013

Animated Newsletter for brazilian Dri Dri Gelato.

FLATS IN TUSCANY | Web Design 2013 - 2014

Web Designer & SEO for real estate business.



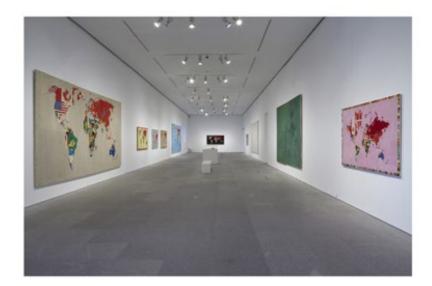


FRITTELLI ARTE CONTEMPORANEA

Graphic Designer

Graphics for Art Gallery promotion MiArt 2014

catalogs presentations web content



2011-2012

Alighiero e Boetti

Estrategia de juego

Madrid, Museo Nacional Centro de Arte Reina Sofia, 4 ottobre - 5 febbraio 2012 Londra, Tate Modern, 28 febbraio - 27 maggio 2012

New York, Museum of Modern Art, 1 luglio - 1 ottobre 2012

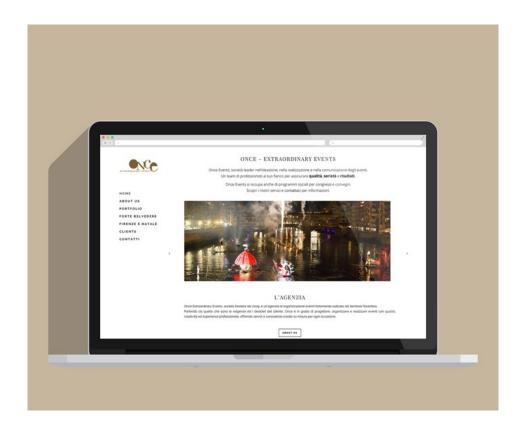
Questa retrospettiva, organizzata in collaborazione con il Musco Reina Sofia di Madrid e la Tate Modern di Londra, fino ad oggi, è la più grande presentazione fuori dall'Italia delle opere dell'artista italiano Alighiero Boetti (1940-1994). Seguendo un'organizzazione cronologica, la mostra, che riunisce oltre un centinaio di pezzi di momenti diversi della attività artistica di Boetti, presenta alcune delle sue prime produzioni, ancora vicine all'arte povera, e opere successive fondamentali per comprendere il percorso dell'artista.

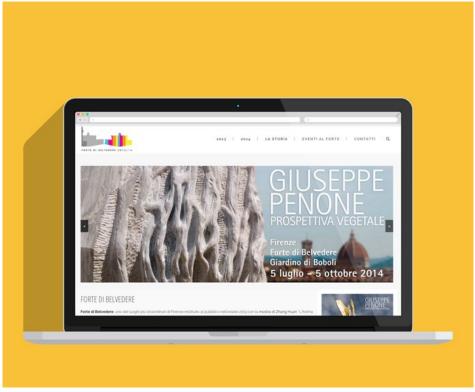
Un'Ita

New York, Industria Gallery, 27 marzo - 10 maggio 2011 Mostra inaugurale per celebrare i 150 anni dell'Unità d'Italia In collaborazione con La Farnesina



Mimmo Rotella, La doppia vita di Silvia, anni '60, décollage su tela, cm 140x100





ONCE EXTRAORDINARY EVENTS | Graphic web Designer 2014 - 2015

New web site for Once Events:

www.oncevents.com www.oncevents.con/fortebelvedere

IL VILLAGGIO DI BABBO NATALE | Once Extraordinary Events 2014

Graphics and new web site for Villaggio di Natale 2014, Largo Annigoni, Florence. Poster, flyer, web & social content.





PISTA DEL GHIACCIO

A Firenze si pattinal

Tutti i giorni dalle 10 alle 22!



KARAOKE SHOW

Don't be shy!

Sali sul palco e scatenati al

Karaoke Show!



FIRENZE ROCK
FESTIVAL
Accept the Challengel
La sfida delle rock band



NATALE
Vieni a conoscerlo nella sua
casa



MUSICA E DANZA Le scuole fiorentine sul palco Primo appuntamento domenica 14/12 con Atelier de Danse



DJ SET – DANCE Let's Dance! Un po' di musica per scaldarsi ballando!



STREET FOOD
So good
Prova tutte le deliziose
proposte del Villaggio!

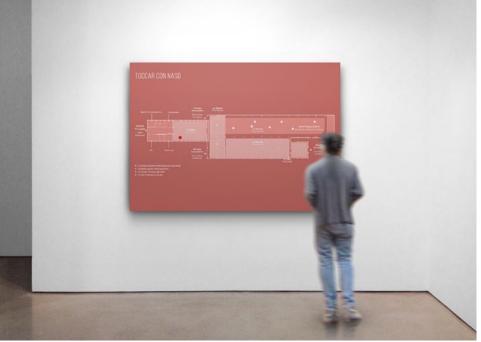


LA BEFANA Dal 27 dicembre, la befana è al villaggio!

EXHIBITION DESIGN | Palazzo Spinelli

Exhibition Design Course - Final Project: Proposal for an exhibition on the power of smell







BEINTOO | Digital Designer 2015 - 2017

Rich media, online and offline advertising, social, landing page, newsletter, mobile projects, corporate and editing video, UX design, data visualization. Graphics and UX for Cuebiq dashboard.

www.beintoo.com



DATA COLLECTION FROM PARTNER APPS VIA SDK



DATA PROCESSING THROUGH OUR PLATFORM



DWELL TIME



PROXIMITY



POINTS of INTEREST



FREQUENCY

DATA ACTIVATION BASED ON CLIENT NEEDS



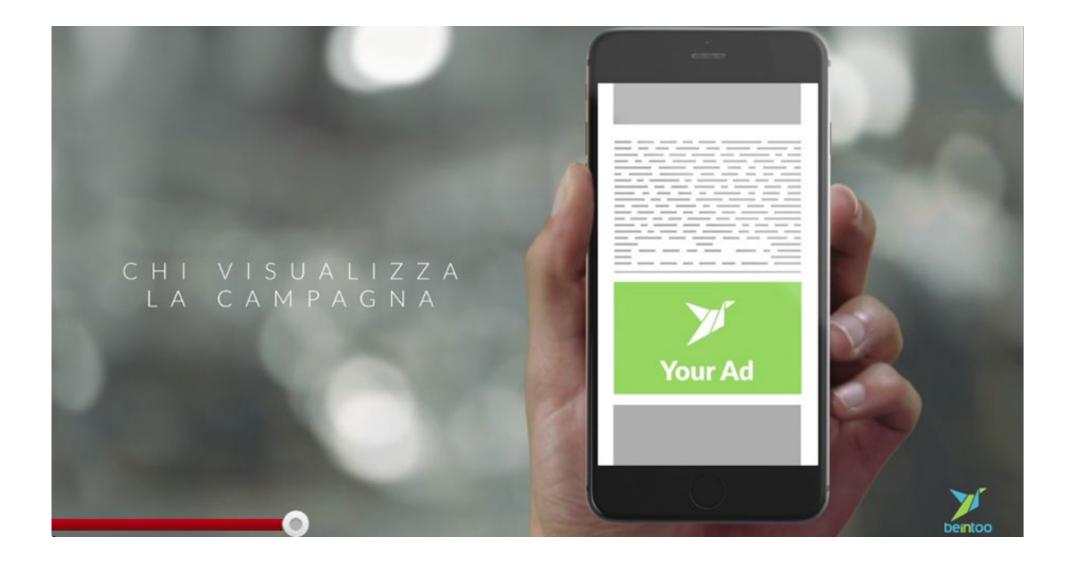
BY LOCATION

Trade Area Analysis, Footfall Analysis, Path Analysis, Trend Analysis

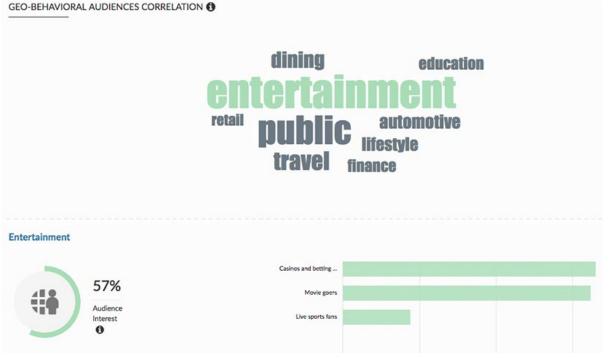


BY AUDIENCE

Demographic & Psychographic Consumer Analysis

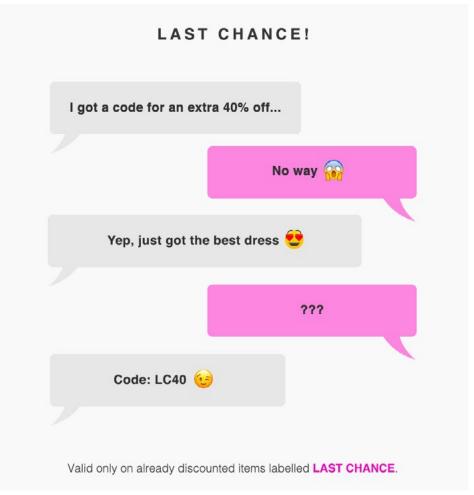


CUEBIQ







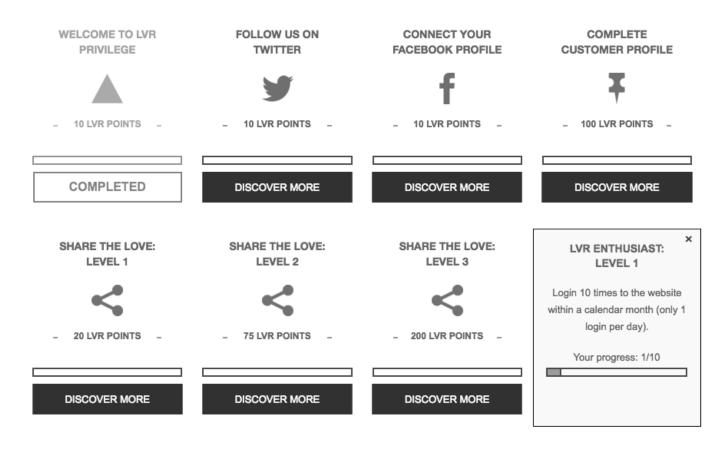


LUISA VIA ROMA I Graphic Designer 2017 - 2018

Graphics, newsletter & animations, presentations, web content.

LVR BADGES

Complete specific activities to earn badges for LVR Points. Each badge can only be collected once.



SAMBHALI TRUST

Graphic Design & Video

Volunteering for Indian NGO, in Jodhpur, Rajasthan

flyers card label

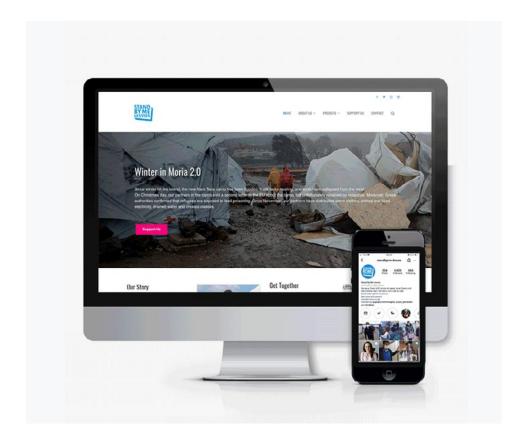
video

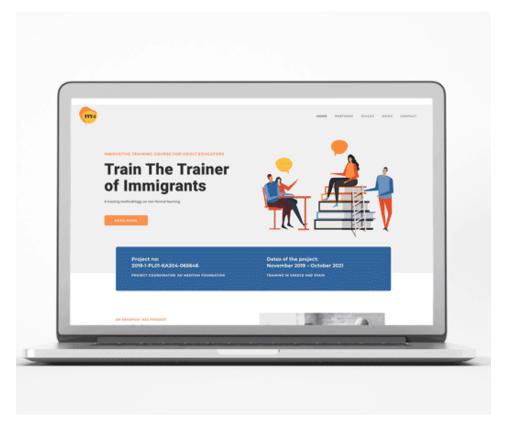


STAND BY ME LESVOS

Designer (volunteer)

Web site, graphics, social, video editing as volunteer for Greek NGO in Lesvos. Web site and newsletter for the European project: Train the Trainer of Immigrants











KIKI CREATIVITY | Web Designer

Web Designer freelancer @KikiCreativity Agency

WEB EDITOR & GRAPHICS FREELANCE

Digital 360 Agency

web and print, banners, newsletter and presentations.

RealLife Agency

web editor and graphics for Benetton e-commerce









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