



FRANCESCA NOEMI MARCONI
Digital & Web Designer

CONTACTS

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www.francescanoemimarconi.it

ABOUT

Digital designer with 10+ years of experience in communication and web content.

Humanities background (BA in Anthropology and high school diploma in classical studies). Strong writing and analytical skills.

Trained in content design, UI/ UX and web accessibility (WCAG), with experience in structuring user flows and interface logic.

Curious mind, passionate about art, photography and new marketing techniques.

English (B2), Spanish and Farsi (A1).

Driving license. Available for transfer.

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)

HTML, CSS & UI/UX design tools (e.g. Figma, Miro)

CMS platforms (WordPress, Drupal, Salesforce, custom solutions)

Microsoft Office (ECDL certified: Word, Excel, PowerPoint, Access)

Rich media and ad design (e.g. Celtra)

Email marketing (e.g. Mailchimp)

Project & workflow tools (e.g. Jira, Confluence, Basecamp...).

VOLUNTEERING

Designer at Sambhali Trust, Empowering women in Rajasthan.

Web designer and social Greek NGOs: Stand by Me Lesvos and Second Tree.

MAIN WORK EXPERIENCES

WEB CONTENT | Mar. 2023 - now

SDA Bocconi University, Milan

Design and updates for the institutional website, Marketing team.
CMS platforms, HTML/ CSS, UI design.

DIGITAL DESIGNER FREELANCER | Sep. 2018 - Feb. 2023

Benetton, Kiki Agency, Digital360, and direct clients

Web design, web editor, newsletter, landing page, banners, presentations.

DIGITAL CREATIVE DESIGNER | Dec. 2017 - Aug. 2018

Luisa Via Roma, Florence

e-commerce, creative, UI, newsletter, presentations, prints & gif maker.

DIGITAL DESIGNER & MOBILE STRATEGIST | Sep. 2015 - Dec. 2017

Beintoo - Mediaset Group, Milan

Rich media and mobile projects, UI, dashboard interaction design, video editing.
RCS - Corriere della Sera client referent: creativity, landing page, dem, banners.

GRAPHIC WEB DESIGNER | Mar. 2014 - Jan. 2015

Once Extraordinary Events Agency, Florence

Frittelli Contemporary Art Gallery, Florence

GRAPHIC WEB DESIGNER & SOCIAL MEDIA | 2012 - 2013

Les Petits Joueurs, Florence

Giulia Bruni's Fashion Blog, Florence

Pisa Book Festival and direct clients, Florence

EDUCATION

MASTER LUXURY MARKETING & COMMUNICATION

Il Sole24ore Business School, Milan

GRAPHIC DESIGN & COMMUNICATION DEGREE

Cappiello Art & Design Academy, Florence

ANTHROPOLOGY BACHELOR DEGREE

Alma Mater Studiorum, Bologna University

ADDITIONAL TRAINING

USER EXPERIENCE DESIGN - Executive Course

Polytechnic University of Milan | Milan, 2025

STORYTELLING FUNDAMENTALS

Scuola Holden | Turin, 2021

EXHIBITION DESIGN LAB

Palazzo Spinelli | Florence, 2015

AFTER EFFECTS

Big Rocks | Treviso, 2014

INFORAPHIC: DATA VISUALIZATION + TYPE DESIGN

Polytechnic University of Milan | Milan, 2012 + 2013

WEB DESIGN

Frame School | Florence, 2012

FASHION DESIGN - Summer Course

Polimoda Fashion Institute | Florence, 2012