Francesca Noemi Marconi

DIGITAL EXPERIENCE DESIGNER · MILAN

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ABOUT

I design clear, accessible digital experiences and the workflows behind them. With more than ten years across web, content and UX, and a background in anthropology, I work closely with marketing, account and IT teams, as well as direct clients. I'm happiest where creativity meets analysis, in an efficient workflow and with a team you can say *bravo* to.

MAIN WORK EXPERIENCES

WEB CONTENT — Mar. 2023 – present
SDA Bocconi University, Marketing & Communication Team – Milan
Design and update the institutional website and landing pages (UI, HTML/CSS, CMS). Team workflow set-up, working daily with colleagues from advertising channels, copy and IT. Chatbot and new app projects' core team.

DIGITAL DESIGNER FREELANCER — Sep. 2018 – Feb. 2023
Benetton, Kiki Agency, Digital360, direct clients
Worked with brands, agencies and direct clients on online and offline materials: websites, newsletters, landing pages, banners, presentations and event materials.

CREATIVE DESIGNER — Dec. 2017 – Aug. 2018
Luisa Via Roma, Creative team – Florence
Daily creative concepting, visual and UI design for the e-commerce and its communication: newsletters, presentations, print and animated GIFs.

DIGITAL DESIGNER & MOBILE STRATEGIST — Sep. 2015 – Dec. 2017
Beintoo, Design team – Milan
Designed rich media and mobile projects, from UI to dashboard interaction design and video editing. Client referent for RCS – Corriere della Sera: creativity, landing pages, email campaigns (DEM) and banners.

GRAPHIC WEB DESIGNER — Mar. 2014 – Jan. 2015
Once Extraordinary Events Agency; Frittelli Contemporary Art Gallery

GRAPHIC WEB DESIGNER & SOCIAL MEDIA — 2012 – 2013
Les Petits Joueurs; Giulia Bruni's Fashion Blog; Pisa Book Festival and direct clients

EDUCATION

USER EXPERIENCE DESIGN – EXECUTIVE COURSE Polytechnic University of Milan
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

STORYTELLING FUNDAMENTALS
Scuola Holden, Turin

AFTER EFFECTS
BigRock by H-Farm, Treviso

WEB DESIGN
Frame School, Florence

EXHIBITION DESIGN LAB
Palazzo Spinelli, Florence

DATA VISUALIZATION + TYPE DESIGN
Polytechnic University of Milan

FASHION DESIGN – SUMMER COURSE
Polimoda Fashion Institute, Florence

SKILLS & TOOLS

Design	Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Miro
Web	HTML, CSS, WCAG accessibility, CMS platforms (WordPress, Drupal, Salesforce, custom solutions)
Marketing	Email marketing (e.g. Mailchimp), rich media and ad design (e.g. Celtra)
Productivity	Microsoft Office (ECDL certified: Word, Excel, PowerPoint, Access), Jira, Confluence
Languages	English (B2), Spanish and Farsi (A1)
Other	Driving licence. Available to relocate.

VOLUNTEERING

Sambhali Trust – Empowering women in Rajasthan, designer and social for an NGO in India.
Stand by Me Lesvos; Second Tree, designer and social for NGOs in Greece.

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