

## WEB & GRAPHIC DESIGNER / UI DESIGNER

### CONTACTS

+39 347 724 85 76  
info@nicolomainardi.it

### ADDRESS

Sestiere Cannaregio, 1411  
30121 Venezia Italy

### PORTFOLIO

www.nicolomainardi.it

### LANGUAGES

Italian - Native  
English - Fluent



### ABOUT ME

My name is Nicolò Mainardi, and I am a Graphic Designer and Web Designer based in Venice, Italy. I am 49 years old, and I graduated in Economics in Venice. Only later did I embark on a career as a Graphic Designer. Over the past 20 years, I have developed skills that cover all areas of Graphic Design, ranging from more 'classic' aspects such as brand identity and the creation of informational materials to web design and Marketing Campaigns (DEM + Landing Pages).

### PROFESSIONAL SKILLS

- Adobe Creative Suite: Photoshop, InDesign, Illustrator
- Figma / Sketch
- Microsoft Office
- CMS Wordpress
- Elementor
- WooCommerce
- Mailchimp
- WordPress Plugin Integration
- Unbounce
- Customer.io
- Zapier
- Asana
- Slack

### WORK EXPERIENCE

2004 | Present

#### FREELANCE DIGITAL MARKETING & DESIGN SPECIALIST

Collaborating with multiple companies across Italy in various industries, including events, education, technology, and cultural organizations.

#### CURRENT KEY COLLABORATIONS

##### Docsiy (Direct Email Marketing Campaigns) - Turin

- Managing the entire process of **Direct Email Marketing (DEM)** campaigns, from content creation to lead generation.
- **Customer.io**: Used to segment target audiences, design and implement email campaigns, and track performance.
- **Unbounce**: Developed and optimized landing pages across devices to ensure maximum conversion.
- **Zapier**: Integrated forms with Google Sheets to streamline lead tracking for clients.
- Created **Auto DEMs** to automate responses with requested materials, such as brochures or webinar links.

##### Superstudio (Graphic Design & Event Marketing) - Milan

- Designed and produced branded materials for corporate events such as **Superstudio Summer Oasis 2023** and **Christmas Super Party**.
- Created event collateral, including **roll-ups**, **totems**, and coordinated materials using **Illustrator** and **Photoshop**.
- Developed homepage designs for **Superstudio** and **Superdesignshow websites** using **Figma**.
- Produced **Instagram reels** for Superdesignshow via **Adobe Express**.

##### Venicecom (B2B Marketing & Web Development) - Venice

- Created all **B2B product brochures, flyers, and roll-ups**, aligning with brand guidelines.
- Developed the new **Venicecom** website and the **KronosApp** website using **WordPress**.
- Implemented targeted marketing campaigns through **Mailchimp**, managing both graphic design and email distribution.
- Designed and optimized **landing pages** using **WordPress** to enhance campaign conversions.

##### Sintesi Factory - Padua

- Primarily collaborated in the **web development** space, focusing on **WordPress**-based projects.

##### Venezia Taxi - Venice

- I realized the new website and designed a **custom booking form** using **Gravity Forms**, dynamically adjusting pricing based on user-selected parameters. Integrated **WooCommerce** for seamless PayPal transactions. The site with the new form has generated **over €80,000** in revenue in two years.

2010   2021	<b>ART DIRECTOR</b> Web Lab Venezia	I was responsible for the <b>graphic design of all materials</b> for the studio, which specializes in <b>website development</b> and <b>above-the-line communication</b> . My work encompassed social marketing campaigns, leveraging expertise in <b>HTML, CSS, and Bootstrap</b> . I also focused on <b>branding and corporate identity</b> , creating <b>brochures, flyers</b> , and other promotional materials.
2007   2009	<b>GRAPHIC DESIGNER</b> Visibilia Spa Marghera Venezia	I was responsible for the layout and graphic design of catalogs in the eyewear sector for brands such as Mandarin Duck, Trussardi, and Blumarine. I created all the graphic and printed material for the MIDO 2008 trade show in Milan.
2005   2007	<b>GRAPHIC DESIGNER</b> Coming Health Venezia	I have created flyers, brochures, advertising materials, websites, and above-the-line content for a company specializing in the health sector.
2003	<b>GRAPHIC INTERNSHIP</b> Consavari & Associati Venezia	First experience as an intern.

## AWARDS AND RECOGNITIONS

2009	<b>NO FREEDOM, NO RIGHTS</b> Poster4Tomorrow Parigi	<b>DESIGNERS WORKING FOR FREEDOM OF EXPRESSION: THE PENCIL IS MIGHTIER THAN THE SWORD.</b> I created one of the <b>100 winning posters</b> in the competition, and it was exhibited in <b>25 cities around the world</b> .
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## EDUCATION

2003   2005	<b>MASTER'S DEGREE IN ADVERTISING GRAPHIC</b> Scuola Internazionale di Grafica Venezia	After completing my undergraduate degree, I enrolled in a two-year Master's program in Advertising Graphics. This program provided me with the training and tools I needed to pursue the career I had always wanted.
1994   2001	<b>BACHELOR'S DEGREE IN ECONOMICS</b> Università Ca' Foscari Venezia	Major in Political Economy. Thesis Title: "Central Locations in Historic Central Venice." Thesis Advisor: Prof. Fabio Lando.
1989   1994	<b>HIGH SCHOOL DIPLOMA</b> Liceo Scientifico Cavanis Venezia	Final High School Graduation Grade: 48/60

## HOBBIES

<b>RUNNING</b> Non-professional runner	<b>MUSIC</b> Listening and Playing	<b>READING</b> Essays and mystery books
<b>TV SERIES</b> Favorite Series: Breaking Bad	<b>CRAFT BEERS</b> Especially IPA and NEIPA	<b>SAVERIO</b> My cat

