

leonardo traversa

multidisciplinary
designer

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expertise

art direction, ui,
ux, visual design,
illustration, motion
design, 3d graphic

skills

Sketch, A. XD, A.
Photoshop, A. Illustrator,
A. Indesign, A. After
Effects, Cinema 4D,
Marvel, Invision, Zeplin,
Frontify, Html, CSS

languages

IT mothertongue
EN B2
FR B2
ES A2

exhibitions

Be**pART
Rome – 2020

Eclipse
Milan – 2019

Gigante timido
Turin – 2018

Il Mondo interno
dell'esterno
Bari – 2008

brands curated

Agenzia X, Amplifon,
Autogrill, Benetton,
BPM, Bulgari, Carglass,
Citroen, Costa, Diesel,
Ebay, Enel, Engie, FCA
Fiat Chrysler, Feltrinelli,
Generali, GEDI Gruppo
L'Espresso, Ikea, InBev,
Intesa San Paolo, Leroy
Merlin, Linde, Lindt,
L'Oreal, Mercedes Benz,
Nespresso, OTB Group,
Provincia di Monza e
Brianza, Peugeot PSA
Group, Royal Air Maroc,
Salani, Swaroski, Tim,
Tinaba, Triboo media,
UBI Banca, Vallardi,
Viacom, Zegna

senior UIX designer **accenture interactive**

Milan, Italy
2018 –

I lead all the digital process from
user flow to the visual product.
I work with different industries and
multidisciplinary teams, following
the agile and design thinking
methodologies.

art director **tinaba**

Milan, Italy
2017 – 2018

I was the only art director at Tinaba,
a FinTech start-up. I led marketing
and communications campaigns
and managed the brand identity.

senior visual designer **logotel**

Milan, Italy
2016 – 2017

I led digital and printed visual
projects to deploy new services
prodcuts and visualizing learning
platforms.

senior visual designer **moskito design**

Milan, Italy
2015 – 2016

I designed marketing and
communication b2c campaigns
and graphic tools for digital and
traditional companies.

editorial designer **feltrinelli editore**

Milan, Italy
2012 – 2015

I have created and led the first
internal editorial departement of the
italian leader publisher Feltrinelli.
I curated the publishing process
from the manuscript to the printed
book and the epub.

internship **jekyll and hyde**

Milan, Italy
2012

I have worked as visual designer
for this small but historical and
art oriented design studio. I led
projects for some music bands, tv
companies and law firms.

master's in marketing and communication management **ilsole24ore business school**

Milan, Italy
2015 - 2016

bachelor of industrial design **politecnico di bari**

Bari, Italy
2008 – 2012