

leonardo traversa

multidisciplinary designer

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expertise

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

UI designer

Valtech
Dubai, United Arab Emirates
2021 – now

I work as visual and digital art director, giving life to emotional and brand values oriented digital experiences.

skills

Figma, Sketch, A. XD, Principle, Framer, Flinto, A. Aero, A. Photoshop, A. Illustrator, A. Indesign, A. After Effects, Cinema 4D, Marvel, Invision, Zeplin, Frontify, Html, CSS

senior UIX designer

DGI
Milan, Italy
2018 – 2021

I take care of the user needs, translating complex system and processes into friendly, pixel-perfect digital products, working into a multidisciplinary and international team.

senior UIX designer Accenture interactive

Milan, Italy
2018 – 2021

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

languages

IT mothertongue
EN C1
FR B2
ES B1

art director

Tinaba
Milan, Italy
2017 – 2018

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

exhibitions / publications

Un printemps incertain
Musée des Arts Décoratifs du Louvre, Paris – 2020

Be**pART
Rome – 2020

Designers against
Coronavirus
Online – 2019

Cheap Festival
Bologna – 2018

Gigante timido
Turin – 2018

senior visual designer

Logotel
Milan, Italy
2016 – 2017

I led digital and printed visual projects to deploy new services products 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.

curated brands selection

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

editorial designer Feltrinelli editore

Milan, Italy
2012 – 2015

I 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 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 Isole24ore business school

Milan, Italy
2015 - 2016

bachelor of industrial design Politecnico di bari

Bari, Italy
2008 – 2012