

CV

Alessandra Bosi

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Dec 21 - present

Studio La Plage Integrated Designer

I worked on projects for brands such as Pottermore, AWS, Belmond and Deliveroo. Working within a collaborative and small team, I have focussed on UI and digital briefs. I also worked with a smaller company helping define their visual language, developing their brand assets and guidelines, and designing the build of their websites.

Using my illustration skills, I sometimes incorporate illustration into my work. As a personal development, I started studying After Effects in my own time, and I attended a 10-weeks part time course in UI/UX Design at Experience Haus, London.

Feb 20 - Dec 21

OTO Wellbeing Senior Designer

I worked as part of the in-house design and marketing team at OTO, a luxury skincare company working with CBD-based products. As a small design team, we were responsible for conceptualising and designing packaging and in-store material. I also took the lead in a variety of campaigns, including two very high-pressured Christmas Campaigns, art-directing several photo shoots and dealing with photographers and media agencies.

Sep 18 - Dec 21

Freelance Designer

Freelance Graphic Designer at several agencies, including Forpeople London, AIA Worldwide, Notonthehighstreet.com, Brave New World, Design Council and Geometry Global, M&C Saatchi, MediaCom and Weber Shandwick London, The Body Shop, OLIVER, Studio We, GoodMind - Pininfarina Group. I also worked directly with smaller companies, directing the design of their identities and building their brand guidelines.

Sep 16 - Sep 18

Head of Design, LEON

I worked as part of the design and marketing team at well-known healthy restaurant company LEON. Being a small team, I was able to get involved in all aspects of the business, and follow each project through from initial idea generation to final output. I was responsible for the design of all of communications assets from menu boards, to posters, flyers, POS and social media posts (5 menu launches a year), and the management of production processes. I also designed some packaging bits for the brand, with a special focus on sustainability.

Jan 15 - Aug 16

Design Bridge Mid-Weight Designer

I worked as part of the crafting team at award-winning global agency Design Bridge, London. I was involved on the development and refining of packaging projects for clients such as Unilever (specifically, Lipton and ProActiv), Smirnoff and Guinness.

Jul 13 - Dec 14

Inventiv Health Junior - Mid-Weight Designer

I worked as part of the design team called 'Nition, part of Inventiv Health, a PR agency working mainly with healthcare clients. I helped developing marketing and OOH campaigns, events design from initial concepts to final delivery of assets, and I had the chance to work together with talented art directors and senior designers and learn a lot about a campaign roll-out.

Jan 11 - Jul 13

Freelance Designer

- Part-Time Marketing Designer and Packaging Designer at Newby London, a premium tea company.
- Part-time Graphic Designer at DAC (Design Against Crime), Central St Martins School of Arts and Design (UAL).
- Regular collaborations as a freelance designer and illustrator with Italian consultancies: Angelini Design, Torino, Italy (Branding and Packaging Design) and The Word of Dot, Milano, Italy (Editorial and Book Cover Design).

Software knowledge

- InDesign
- Illustrator
- Photoshop
- Adobe XD
- Figma
- After Effects

Education

2010 - 2011
PgDip Design for Visual Communication
London College of Communication
Distinction

2005 - 2009
BA Product Design
Politecnico di Milano