



# CV: ANDREA CRISTOFARO

Graphic & Web-designer

11.2009

## NAME

Andrea Cristofaro

## DATE OF BIRTH

04 July 1972

## NATIONALITY

Italian

## ADDRESS

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## EMAIL

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## WEB-SITE

www.andreacristofaro.com

## PROFILE:

Although my university course was Industrial Design I soon realized that my real passion was graphic and web-design, so in '97 I got my first job as a web-designer for Exposer. It was a small company where we built a huge number of web-sites table-based.

In 2001 I started to work freelance. I was involved in cultural web projects funded by **Cassa di Risparmio di Firenze**, one of the most important banks in Tuscany. The brief was usually an idea on a word document that I was responsible for translate into a graphic interface, and next into a HTML page that a programmer would use to interface to a CMS. At the same time, thanks to the good working relationship in my previous job with an American colleague, I started a stimulating collaboration with **Affinity Solutions**, a New York company for which I designed several web-site graphic layouts.

In 2004 I changed my activities, deciding to work mainly in graphic design for printing. I was employed in one of the most well-known advertising agencies in Modena: **Exprimo Comunicazione**. Here I worked on a myriad of projects: logos, brochures, leaflets but also trade-fair communication and, given my previous experience, I also designed several web-sites including the one for Atlas Concorde ([www.atlasconcorde.it](http://www.atlasconcorde.it)), the third largest ceramic tiles manufacturing group in Italy and the agency web-site ([www.exprimo.it](http://www.exprimo.it)).

2008 I felt the need to have a new and stimulanting experience, so I quit my job and I moved to England starting to work freelance on both printing and web projects.

Recently I have also been building web-sites based on Wordpress, world top CMS for blogs that offers great functionality, good design and very good value.

## SKILLS:

### GRAPHIC DESIGN

Art direction  
Corporate design  
Typography  
Digital retouching  
Mockup building

### WEB-DESIGN

Concept creation  
Web site design  
Functionality & user experience  
Flash animation

## KNOWLEDGE:

### SOFTWARE:

Mac OS X, Adobe Photoshop, Adobe InDesign,  
Adobe Illustrator, Quark XPress, Adobe  
Dreamweaver, Adobe Flash, Adobe Acrobat,  
Microsoft Office.  
Fast learner and curious about new  
applications.

### PRINTING:

full implementation of artwork for printing.

### WEB-DESIGN:

HTML, CSS, Flash animation.

### LANGUAGES:

Italian mother tongue  
English fluent (IELTS score: 7.0)

### OTHER USEFUL SKILL:

Good free hand drawing skills  
<http://www.elastichorizon.com/bunker/illustrazione>  
(Portfolio of drawings from school)

### OTHER DETAILS:

Full clean driver's licence.  
Excellent health.

## EXPERIENCE & EDUCATION:

### Self employed | 04.2008 - current

Based in Cambridge, some clients:  
Scene System / Cambridge (logo). Original Impressions / Miami, US (web-sites design). Luke  
Eyres Ltd / Cambridge (Corporate Identity Guidelines, brochure). Ocean's International / Italy  
(web-site).

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### EXPRIMO COMUNICAZIONE | 11.2004 - 04.2008

Advertising agency / Modena, Italy.  
Art Director, developing of logos, corporate identity, brochures, packaging and web-design.  
<http://www.exprimo.it>

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### SELF EMPLOYED | 10.2001 - 11.2004

Main collaboration:

#### **AffinitySolutions.** Internet services / New York, US.

Graphic interface for web-site projects.  
<http://www.affinitysolutions.com>

#### **INFOGROUP & GAS Graphics & Signing.** Internet services / Florence, Italy.

Web and multimedia designer for Florence City Council cultural project funded by Cassa di  
Risparmio di Firenze (one of the most important banks in Tuscany).  
<http://www.infogroup.it>

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### EXPOSERVER | 06.1997 - 10.2001

Internet service agency / Florence, Italy.  
I managed the company image and developed web-sites for clients.

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### SELF EMPLOYED | 1996 - 1997

Cappelli Editore (school books) / Bologna, Italy.  
Illustrations for physics book.

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REFERENCE WILL BE PROVIDED

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### UNIVERSITY | 1992 - 2003

Degree In **I.S.I.A.** / Florence, Italy.  
Industrial Design - Communication. First-Class Honours degree.