# Silvia Porcu *SHE/HER*

**CROSS-DISCIPLINARY DESIGNER**

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## EXPERIECE

### Patchpo

Director, 2D animator, illustrator (March2019 - Present)
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- Collaborated with diverse clients including Sage, Orange, and Vivo Barefoot, Rewind festival, roarsome and many others.
- Producing and Selling products like Website templates, lottie files animations and Fonts.

### Framework *- Start up (Contract)*

Lead illustrator and animator (November 2022 - May 2023)
*HTTPS://PATCHPO.COM/PORTFOLIO/TRANSFORMING-THE-LEARNING-EXPERIENCE-WITH-ANIMATIONS/*

- Responsable for creating a cohesive visual language that includes color schemes, character design and animation. Ensuring consistency across all brand materials and platforms.
- Strategizing with storyboards and creating animated learning flows with Lottie Files applying the best principles of layout composition, typography, visual hierarchy.
- Collaborate with UX Designers to find practical solutions to challenging workflows. Creating Ux motion designs that elevate the overall quality of the product and provide a memorable branded user experience.
- Creating social and other marketing campaigns.

### Orange *(Contract)*

UI motion designer (October 2019 - November 2022)

- Fundamental redesign of the Mobile connect integration on web and mobile Orange apps following a Human Centred Design approach and adhering to UX best practices.
  *HTTPS://PATCHPO.COM/PORTFOLIO/SEAMLESS-AUTHENTICATION/*
- Created user journeys, wireframes and prototypes for a 360 library app for VR and Mobile devices and working alongside engineering teams to test and iterate on the interface design.
- From start to finish, I designed a 360 video calling app ,created high-fidelity mock-ups and provided support to engineers in implementing the design system.
- Redesign the App centre App library on Android contributing to evolving design libraries with new components including UX motion designs.

### Inception group

Lead digital designer (October 2017 - March 2019)
*HTTPS://PATCHPO.COM/PORTFOLIO/VICTORIAN-ERA-IMMERSION-WITH-MR-FOGGS/*

- Developing brand guidelines for new launches in the hospitality sector or reinforcing and enhancing the guidelines for optimal brand representation.
- Provided mentorship and guidance to junior designers and ensuring consistency across all marketing materials..
- Planning and implementing 2d animations for social media campaigns

### Mozoo *(Contract)*

Art director (April - September 2017)

- Planning and creating interactive mobile advertising campaigns from concept to finish Clients: Toyota, Fiat, Aperol, Old el paso, Save the Children, Wateraid, Amazon, Colombia and Mercedes.

### Spirable *- Start up (Contract)*

Motion Graphic Designer (October 2016 - March 2017) London

- Creating interactive video advertising from storyboard to final product. Clients: Diageo, Very, Baileys, Boots, Made.com, Waitrose and British Airways.

### Freelancer Designer

Brand Designer, Animator, Illustrator  (2013 - 2016) Italy - London

- Working across diverse sectors such as fashion, hospitality, health, music festivals. I also create typefaces and graphic resources.

## EDUCATION AND CERTIFICATIONS

**Bachelor of Arts in
Graphic Design and Multimedia**
1st class honors ; LABA (Florence, IT 2014)

**Certifications**

Toon Boom Animation – Cagliari (2024)

Lottie Expert in Webflow and Figma (2024)

UX Design – Media Training Ltd, London (2018)

Nvc Foundation Training  (2017 London)

**Courses**

Mixed Media Animation
Domestika (2022)

Motion Secrets with Emanuele Colombo
Motion Design School (2021)

Frame-by-frame, Handdrawn FX
Motion Design School (2021)

Digital Animation
Art Academy London (2021)

Typography design course
(2015 Florence, IT)

## SKILLS

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|---|---|
| UX/UI design | Character Design |
| User Journey | Illustrations |
| Interaction Design | Motion Graphics |
| Web design | 2D animation |
| iOS and Android designs | Storyboarding |
| Brand Architecture | Brand Identity |
| Content Strategy | Video Editing |
| Rich Media Ads | Typeface Creation |
| Concept Generation | Mentoring |
| Mobile Adverts | |
| Problem Solving | |
| Art Direction | |

## SOFTWARE AND APPLICATIONS

Design

| | |
|---|---|
| Adobe Illustrator | Canva |
| Adobe Photoshop | Sketch |
| Adobe After Effects | Figma |
| Adobe XD | Lottie |
| Adobe Premiere | Rive |

Collaboration

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|---|---|
| Miro | Zeplin |
| Trello | Jira |

Analytics, A/B testing.

Mixpanel
Google Analytics