



MARGHERITA IANNILLI

Visual Artist | Media Designer

I'm a visual artist and media designer focused on crafting **visual identities**, **audiovisual content**, and **immersive experiences**. My projects range from **live performances** and **installations** to **branding** and **digital storytelling**, blending design, psychology, and technology in culturally meaningful ways.

Creative Strategy

Cross-Media Storytelling

Human-Centered Experiences

Multidisciplinary Approach

CONTACT

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- 📍 Rome, Italy | Berlin, Germany
- 🔗 Portfolio

LANGUAGES

English | German | Italian

HARD SKILLS

- MOTION GRAPHICS & VISUAL STORYTELLING
- AUDIOVISUAL INTERACTION & LIVE VISUALS
- BRANDING & IDENTITY SYSTEMS
- 3D DESIGN & ANIMATION
- PROJECTION MAPPING
- DIGITAL WORKFLOWS & CREATIVE PRODUCTION
- UI & UX
- AI INTEGRATION
- COPYWRITING

SOFT SKILLS

- CONCEPTUAL THINKING & IDEATION
- CREATIVE DIRECTION & CROSS-MEDIA THINKING
- MULTIDISCIPLINARY PROBLEM-SOLVING
- COLLABORATIVE LEADERSHIP
- INTERPERSONAL COMMUNICATION
- CULTURAL & CONTEXTUAL INSIGHT
- PRECISION & ATTENTION TO DETAIL

TOOLKIT

- TouchDesigner
- Unreal Engine
- Adobe After Effects
- Resolume Arena
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Blender
- React
- HTML & CSS
- Flutter
- Dart
- Three.js
- Python
- Arduino

PROFESSIONAL EXPERIENCE

2023 - Today

Freelance Visual Design

SELF-EMPLOYED - ROME, ITALY | BERLIN, GERMANY

Leading creative direction for artists and organizations, developing distinctive visual identities, motion content, and live visuals. Managing projects from concept ideation to execution.

2023 - 2024

Freelance Visual Design

I-AM-STUDIO - BERLIN, GERMANY

Branding and advertising projects from concept to execution, working independently on various assignments. My responsibilities included creating advertising graphics, brand identities, and presentation designs.

2021 - 2022

PR & Communications

VOI TECHNOLOGY - BERLIN, GERMANY

Oversaw media outreach and press relations, created content for social media, blogs, and PR materials for the DACH region. Conducted PR reporting and media monitoring, and represented the company at industry events to strengthen brand visibility and engagement.

2020 - 2021

Research & Design Assistant

NEOMENTO GMBH - BERLIN, GERMANY

Designed 3D virtual characters for VR exposure therapy, focusing on psychological accuracy and interaction. Created virtual presentations and training materials, assisting in testing and documenting character development for therapeutic applications.

EDUCATION

2022-2025

First Level Academic Diploma in Nuove Tecnologie Per l'Arte Indirizzo Media Design

IED - ISTITUTO EUROPEO DI DESIGN - ROME, ITALY

2017-2021

Psychology - Bachelor of Science

Specialization in Media and Advertisement Psychology

HOCHSCHULE FRESENIUS - BERLIN, GERMANY

2017

German International Abitur & Italian Secondary School Diploma

DEUTSCHE SCHULE ROM - ROME, ITALY

EXPERTISE & APPROACH

I design **visual identities**, **immersive experiences**, and **dynamic content**, bridging **motion**, **storytelling**, and **interactivity** across **live performances**, **installations**, and **digital media**. My work blends **design**, **technology** and **psychology** to craft narratives and environments that resonate culturally and emotionally.

Driven by a conceptual and multidisciplinary approach, I adapt each project uniquely, creating tailored solutions rooted in context, culture and identity rather than trends or formulas.