



Gaia Artemisia Vergari

Graphic and digital designer

Nationality: Italian - born in Scandicci, Florence, Italy
Based in: Poblenou, Barcelona
Availability: Available to start immediately full-time or part-time for on-site, hybrid, and remote job



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Gaia Vergari



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WORKING EXPERIENCES

Freelance Graphic Designer

2019 - present

Project collaborations with different clients and companies in the fields of:

- Digital and print communication
- Graphic design and branding
- Content creation
- Social media management and strategy
- Advertising campaigns creation

Web and digital designer

2020 - present

Development of websites from clients' brief and needs:

- Design of complete layout and structure
- Creation of custom graphic contents
- SEO strategy and implementation
- Integration of Google Analytics and Facebook Pixel

Digital Communication Manager

Mar 2021 - January 2022

Responsible for digital communication for **Ristorante Il Paiolo Firenze** and **Sabatini Firenze** restaurants through:

- Website design
- Graphics for digital and print products
- Social media management
- Content creation
- Brand strategy
- Digital marketing through mail marketing, monthly newsletter, and Facebook Business Manager campaigns

Communication Manager

Nov 2019 - Feb 2020

Responsible for communication on **website, social media, graphic and editorial content creation** for two restaurants by Osterie Di Poneta in Florence and Montecatini

Communication Internship

Jul 2018 and Sept 2019

Assistant to **manage corporate communication** for **Reia srl** (Energy Saving and Environmental Engineering) in Casalecchio di Reno, Bologna

EDUCATION

BAU Centro universitario de diseño, Barcelona, Spain

Oct 2021 - present

Master in Digital Experience Design with specialization in Customer Experience, Design Thinking, UX, UI, Digital Business, HTML, CSS, JS

ISIA Design Firenze, FI, Italy

2017 - 2021

Bachelor's Degree in Communication Design with a final thesis on a digital product aimed to promote sustainable tourism in Florence - Grade: 110/110

Hochschule Augsburg, Germany

Mar - Lug 2020

Erasmus+ Study Exchange Program with a focus on Communication Design

ESDi - Escuela Superior de Disenno, Sabadell, Barcelona, Spain

Feb - Giu 2019

Erasmus+ Study Exchange Program with a focus on Graphic Design

Liceo Classico N. Machiavelli, FI, Italy

2011 - 2016

High School Diploma in Italian language and literature, ancient Latin, ancient Greek - Grade: 100/100

VOLUNTEERING

Web designer for LCOY Italy

2020 - 2021

Part of the **Communication Team** as website developer for the **Local Conference of Youth on Climate Change Italy** event which was held online in September 2021

Creative Support for ECOSUM

2020 - 2021

Creative support and practical work in **graphics, content creation, social media strategy, and web design** for ECOSUM **eco-merchandising** for schools in Florence



[Click here and see full portfolio <<<](#)

LANGUAGES

Italian mother tongue
English C1 (excellent written and spoken level)
Spanish C1 (excellent written and spoken level)

HARD SKILLS



SOFT SKILLS

- New digital trends enthusiast with **high standards of self-organization**, strongly work motivated, independent and pro-active quick learner;
- Keen to work in a **creative dynamic environment** always with **positivity, adaptability**, and an **open mind** towards new stimulating challenges;
- **Supportive and constructive** while working in a **team**, **result and goal-oriented**, accurate, and **responsible** toward its **welfare and success**;
- Excellent **interpersonal communication** and **relation skills** acquired while working in a team and with different clients and companies, with **hands-on experience** on digital channels (GMeet, Zoom, Teams, Miro);
- Strong **planning** and **problem-solving skills** even in stressful situations;