

Alessandro Parente

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EDUCATION

Politecnico di Milano

Milan, Italy

MSc in Product Service System Design

Sep 2025 – present

- Main courses: UX Design, Innovation Strategies, Data and Service Design, Marketing Analytics.

Politecnico di Milano

Milan, Italy

Bachelor inDesign and Visual Communication

Sep 2022 – Jul 2025

- Acquired skills: Skills in visual communication, branding, interface design, and strategic communication, with an emphasis on teamwork, project management, and proficiency in industry-standard software.
- Awards: “Best Freshmen Award” – Award given to the top first-year students.
- GPA: 29.5/30. **110/110 with honors.**

Media University

Berlin, Germany

Exchange Semester

Mar 2024 – Aug 2024

- Main courses: Design and Artificial Intelligence, Digital Economy, Film and Post-production.
- Other projects: "Summer Design Show".

Liceo G. Marconi

Milan, Italy

High School Diploma in Science

Sep 2017 – Jul 2022

- Two curricular internships in the United Kingdom (Brighton and Edinburgh).
- Student body representative in the fifth year.

PROFESSIONAL EXPERIENCE

JEMP - Junior Enterprise Milano Politecnico

Milan, Italy

Marketing and Communication Consultant

Sep 2025 – present

- Social campaigns and strategies for external clients and the association (+40% engagement on Jemp's social media).
- Role as a designer in multidisciplinary teams: e.g. the development of user-centered AI Programs and Assistants.
- Drafting of semi-annual OKRs and KPIs related to activities carried out in the Marketing and Communication area.

Career Service Politecnico di Milano

Milan, Italy

Visual Designer in the Communication Team

Jan 2024 – Jul 2024

- Support for the communication team of the Career Service at the Politecnico, development of visual assets.
- Creation and management of graphics for the Career Service's social media channels.

Design Summer Show

Berlin, Germany

Art Director

Jun 2024 – Aug 2024

- Direction of visual identity and design system for the Design Summer Show at the Media University in Berlin.
- Creation of consistent branding materials, including posters, signage, and digital resources for the exhibition.
- Coordination with students and faculty to ensure setup and branding align with the event's vision.

MEET Digital Culture Center

Milan, Italy

3D Artist

Jan 2023 – Feb 2024

- Support in developing a 3D digital version of the PAN Museum in Naples.
- Modeling and texturing of 3D assets to accurately represent the museum's structure and design.
- Close collaboration with the architect to meet the artistic and technical requirements of the project.

LANGUAGE AND COMPUTER SKILLS

Languages: Italian (Native) | English (Fluent, Level C1, IELTS Score 8) | German (Basic Knowledge, A2/B1).

Computer Skills:

Microsoft (Excel, PowerPoint, Word)

Adobe Suite (Photoshop, Illustrator, Premiere, InDesign, After Effects, Lightroom)

Others: Notion | Figma | Miro | Blender

EXTRACURRICULAR ACTIVITIES AND PERSONAL INTERESTS

- **MIT and Polimi**

- Hackathon 'PoliMit Hack'**

- Development of a service called "Half a Baguette" that connects two generations, addressing the issue of depression and isolation among the elderly in society.

- Ten teams, composed of students from Polimi and MIT, presented their Pitch Deck to the Logotel jury.

- Creation of the business model and calculation of capital requirements for development.

- **Volunteer**

- Volunteering at a youth center, supporting immigrant children or those from difficult family backgrounds in learning Italian and completing homework.

- **Sport and hobby**

- Beach volleyball player with a strong passion for sports in general

- Enthusiast of board games