

Hard Skills

- UX/UI and 3D interaction leveraging user centric design approach.
- Persona creation and user journeys, capable to identify user needs and expectations.
- Visual, motion and graphics design, ranging from flat 2D minimal style to 3D high level cgi.
- Adopting marketing and data insights in order to weight appropriate design solutions
- Creating brand identities, strategies and campaigns on various digital media for (TV, WEB, OOH) and print.
- VR/AR experiences, capable to leverage creative storytelling opportunities that explore untold territories.
- Production pipelines, confident within all stages of conception, design, preproduction, postproduction.

Soft Skills

- Entrepreneurial attitude, eager to embrace controlled risks in order to maximise the outcome.
- Pitching processes, from concepts generation/ideation through PowerPoint/Keynote presentation.
- Leading and motivating professionals, while allowing both executive and team members to succeed.
- Acumen in foreseeing technology and social trends that activate new storytelling opportunities.
- Experience in millennials, able to leverage engagement dynamics on different media channels
- Public speaking, in particular covering design/tech/sports trends
- Confident attitude in pushing concepts and processes through various levels of stakeholders and executives.