

RUA HVITULV

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EDUCATION

- 2009 **MA in Literary Languages** at Naples Eastern University (still enrolled, on break)
- 2007 **BA in Multimedia and Communication** at Naples Eastern University (major in Copywriting)
- 2002 **BA in Mathematics and Computer Science** at University of Bucharest

EXPERIENCE

Sitesuite Australasia P/L

2011 - present *Project Manager and Lead Designer [Australia]*

Sitesuite provides hosting and e-commerce solutions both as a primary seller and a partner company with the Melbourne IT Group. I was hired initially to do account management and design, but was quickly promoted to Project Manager, where I implemented management reforms that drastically boosted productivity and quickly cleared out a backlog of uncompleted tasks. As Lead Designer, I lead the design of the high-end projects and supervised the smaller projects.

Alice In Webland P/L

2008 - 2011 *Founder, Director and Lead Designer [Italy]*

As Director and Lead Designer I was responsible for all hiring, contract negotiation, and client relations for the business, which did bespoke websites and e-commerce solutions for clients which included La Scuola di Pitagora, southern Italy's largest publisher of academic resources, Hubert Westkemper, Europe's leading sound designer for theatre and a nominee last year to the prestigious David di Donatello, for the best score of Mario Martone's "We believed", and many more.

Il Cinturificio

2006 - 2008 *Art Director [Italy]*

For Il Cinturificio, a high-fashion leather accessories designer and manufacturer (including items for Hugo Boss), I initially started as a business interpreter, then did concept work, packaging and branding design, and eventually created my own accessories line, Primigenia, which won a "Best First Collection" award at Le Salon de la Maroquinerie at the Paris Expo (autumn-winter 2007).

"Il Roma" Daily

2004 - 2006 *Publicist and Journalist [Italy]*

Started writing articles for the Culture and then City Chronicle pages but was eventually promoted to coordinating my own front-page column "MalaSanità" ("Bad Health").