

Giovanni Toscani

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EDUCATION

Master in Product Design 10/2011 - 07/2013

Politecnico di Milano, Design University, ITALY

- Valutation: 101/110
- Firmly orientated towards exploring innovation opportunities and building a capacity for a critical appraisal of the effects of designing on the social, cultural and economic context, as well as the capacity for strategic project planning and management.
- Identification of tools that make possible to design not only on a product scale but also on a system scale (from concept to vision).
- Study Exchange (6 months - 2011)
Federal University, Rio De Janeiro, Brasil: Development of a project-oriented to people with disabilities. Creation of a new wheelchair for beach environment. Co-user experience designed.

Product Design first level degree 9/2008 - 07/2011

Politecnico di Milano, Design University, ITALY

- I'm a product graduate and has "design technician" I have gained the skills to perform technical activities supporting the design process from conceiving ideas to their development and engineering phases, so to proceed towards large-scale production, distribution and diffusion on the market.
- Study Exchange (6 months - 2008)
The Academy of Art and Design (AKV) St. Joost, Breda, Netherlands: I was constantly challenged to deepen my own work while operating in different environments and situations, and while using different concepts and themes. I have achieved an high level of drawing story-board by hand and 3D modelling.

WORK EXPERIENCE

GIOVANNI TOSCANI WEB DESIGNER, Milano from 9/2013

freelancer in frontend, UI, UX and graphic design

- My focus was on HTML5, CSS and jQuery, as well as content-management systems, such as WordPress, and the User Interface development (PS and AI). My clients tend to be small businesses, start-ups, and non-profits. Collaboration with my clients has been a crucial part of producing the best possible solutions. Rapid prototyping, testing and iterating is part of my core business.

RAZORFISH DIGITAL AGENCY, Milano from 3/2015

freelancer frontend designer, email marketing designer and graphic designer

- I achieved this 6 months collaboration period focused on the creation of a new DEM(email marketing) campaign, for the promotion of the new SKY ONLINE streaming website.The newsletter were sent to 200k users a week.

MEDIATRIA WEB DESIGN SOLUTIONS, Milano from 2/2014

frontend designer and graphic designer

- During the internship time (9 months) in this web agency I learned frontend design languages : Html, CSS and Javascript basics, the use of frameworks and libraries, and graphic guidelines for the web design.

LANGUAGES & IT KNOWLEDGE

Language: Italian mother tongue; fluent in English and Portuguese.

Computer: very good knowledge of Adobe Suite (especially AI, ID and PS), markup language HTML/HTML 5, CSS/CSS 3, jQuery and Javascript(basic), Php(basic), Wordpress CMS Hierarchy, Interface and Editor Customization.

Good knowledge of responsive design techniques (media queries) and use of frameworks and libraries (Bootstrap, Foundation, Isotope, Masonry...).

Very good knowledge of Logic Pro X for music composition and production.

INTERESTS

I'm a musician, very passionate about composing and creating new sound experiences that come from my guitar riffs. I produce music for video entertainment and corporate melodies on Logic Pro(Mac). I've been playing in a italian band called The Spezials, whose first album 'Crazy Gravity' recording (2013) was made possible by crowdfunding campaign I personally developed.

I'm passionate also in football and skating (longboard).