



Isabella Vecchi
Digital designer
London + Milan

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Creative skills: Adobe Photoshop, InDesign, Illustrator and Muse; screen printing, repro skills.

+ photography, animation, illustration, copywriting.

Hello! My name is Isabella and I'm a London based digital designer.

I was born in Milan in 1996 and lived in Italy till the age of 16, when I was accepted into an exchange program that allowed me to spend a school year studying the USA. This challenging experience resulted in great personal growth, teaching me how to adapt to new environments and eventually leading to the decision to move to London for university.

During the three years I spent at UAL I worked on a variety of different projects that you can find in my portfolio, with the goal to experiment and learn as much as possible.

Education

- BA (Hons) Design for Art Direction, London College of Communication, University of the Arts London (2015 - 2018). Qualification: Bachelor of Arts
- Liceo Artistico di Brera (Art High School of Brera), Milan, Italy (2010 - 2015). Qualification: Esame di stato (82/100)
- Richland High School, Richland, Washington State, USA (2013 - 2014). Qualification: Honorary Diploma

Working experiences

Junior Graphic Designer, MZ Skin, London (February 2019 - Present)

I currently work as a junior graphic designer for the skincare brand MZ Skin. Being the only creative in our small team my tasks are varied: I design product labels, work on branding documents, film videos and create content for social media, design logos, and more.

Beauty consultant/Make up artist, BCB, Selfridges, London (November 2016 - Present)

BCB is the agency through which I worked in Selfridges's beauty section with brands such as Nars, MAC, Clinique, Louboutin Beauty and more. Being assigned to different counters for every shift and having to adapt to new brands and products very quickly has taught me how to be flexible, handle stress and work well in a busy luxury environment.

Student Ambassador, University of the Arts London, London (October 2016 - Present)

I worked as a student ambassador for UAL, representing my course during open days and participating to talks and events. This job drastically improved my public speaking as I was often talking

to large groups of people and/or leading campus tours, along with improving my confidence with being friendly and professional with people from any age and background.

Social Media intern, Julien Macdonald, London (June and September 2018)

I worked as a social media intern at Julien Macdonald's atelier in June and September 2018 to help in preparation for fashion week, working at the studio before, during and after the show. My role at the atelier was to work on any digital task, from editing pictures, to making presentations for meetings, to taking pictures of the behind the scenes at the show. I also helped with minor sewing jobs, kept track of fabrics to order and of the general managing of the studio.

Intern/Assistant, Luca Finotti Studio, London (November 2017)

I briefly interned for the art director and filmmaker Luca Finotti, whom I helped as he worked on the pitch for a commercial project. My role was to work on his proposal by doing research, sourcing images and creating the final document on InDesign.

Wep Ambassador, Milan, Italy (2014-2015)

During High School I worked as an ambassador for WEP, the organisation through which I planned my exchange year in the USA.

My main task was to work during orientations weekends to prepare younger students for their exchange experience abroad, but I also worked at their stand at a sustainability fair and occasionally handed flyers around the city.

Shows/Exhibitions

- TBCTV, Somerset House, London (3-7 October 2018)
- Giardino dei Visionari's Fuorisalone exhibition, Milan (Design Week April 2018)
- Loading, Copeland Gallery, London (May 2017)
- (Not Quite) The Biennale, Copeland Gallery, London (May 2016)

Awards

PLeNTY - Blogging Competition Student Choice Winner; Awarded during the Thesis InForm Symposium at London College of Communication (June 2016)

Portfolio of work

Available on [my website](#) or upon request