



## ALESSANDRO BONAVITA

Over 11 years of experience in Art Direction, Web Design, and Brand Identities for fashion, design, and the arts.

After studying graphic design I moved quickly into working across several mediums with an interest in digital interactions. I have developed a strong focus on concepts and brand campaigns, user experience, and interaction.

While working in the digital field I draw my inspiration from modern design, architecture and tangible experiences experimenting with new ways to translate my inspirations into concepts and art direction.

## CONTACTS

P: +39 392 29 47 302  
E: [alessandrobnv@gmail.com](mailto:alessandrobnv@gmail.com)  
W: [www.alessandrobnavita.com](http://www.alessandrobnavita.com)

## EXPERIENCE

SENIOR ART DIRECTOR  
ESSILORLUXOTTICA  
January 2019 (to present)

Idea generation, creative strategy and overseeing the execution of all creative initiatives, while always maintaining cohesive brand vision. Concepting campaigns and overseeing photo shoots, branding, and marketing initiatives, curating video shoots and creative assets for social media channels.  
Working on Vogue Eyewear, Oakley and Costa Sunglasses

CREATIVE DIRECTOR  
FORTU MILANO  
June 2014 (to present)  
[www.fortumilano.com](http://www.fortumilano.com)

Brand identity, photography, social media content and new website UX & UI.  
Art Direction of the whole campaigns for print and digital devices, lookbooks and catalogues teaming up with photographers and povelopers.

SENIOR ART DIRECTOR  
AKQA MILANO  
September 2017 / December 2018  
[www.akqa.com](http://www.akqa.com)

Art Director contributing to the execution of campaigns through to final delivery. Development of creative ideas for new business pitches and other agency initiatives.  
Working on clients such as: Dolce & Gabbana, Police, Ferrari, FCA Group, Jeep®.

SENIOR ART DIRECTOR  
FRANK-STUDIO MILANO  
November 2013 / August 2017  
[www.frank-studio.com](http://www.frank-studio.com)

Art Director and Web Designer working mainly on digital projects, website and UX.  
Focus on E-commerce websites for fashion and design brands such as: Aspesi, Bershka, Casadei, Falconeri, Intimissimi, Woolrich and Wallpaper. Print Projects as Lookbooks and Catalogues and other content creation working and managing a network of copywriters, photographers, directors and stylist.

WEB INTERACTIVE DESIGNER  
THE LUXER - TOD'S GROUP  
November 2012 / October 2013 -  
[www.theluxer.com](http://www.theluxer.com)

Web Interactive Designer for the e-commerce [www.theluxer.com](http://www.theluxer.com) creating digital assets and campaigns that support ongoing digital communications and content for digital distribution on social networks.

JUNIOR GRAPHIC DESIGNER  
BIAGETTI STUDIO  
April 2011 / November 2012 -  
[www.biagettistudio.com](http://www.biagettistudio.com)

Working on client such as:  
YOOX.COM, FPM - Fabbrica Pelletterie Milano, Memphis Milano, Post Design, Venini.

FREELANCE GRAPHIC DESIGNER  
PVOLPE DESIGN STUDIO  
December 2010 -  
[www.pvolpedesign.com](http://www.pvolpedesign.com)

## PROFESSIONAL QUALIFICATION

LINGUISTIC SKILLS:  
Italian: Mother tongue  
English, written: good  
English, spoken: good

COMPUTER SKILLS:  
Mac and Windows O.S.: Excellent knowledge  
Office Package: Good knowledge  
Keynote: Excellent knowledge  
Adobe CC: Excellent knowledge  
Figma: Excellent knowledge

ARTISTIC SKILLS:  
Free hand drawing: crayons and markers and tablet

## EDUCATION

UNIVERSITY:  
2011: Motion Graphics And Visual Effects Course:  
at CfpBauer, Milano

2007-2010: Graphic Design Diploma  
at Accademia di Comunicazione, Milan