

Fabio Pedaletti



Born in Como, July 10, 1973
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NOTES

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Good team worker.
Driving licence A (motorcycles)
+ B (cars)
Free of military duty.
Marital status: single.

Journalist (pubblicista)

Autor in Wikipedia.
Contributor in MLList, italian web
marketing network.
Member of Interaction Design
Association (IXDA) and
DeviantArt.com

Strong expertise in issues of web
accessibility, digital culture, web
marketing, IoT.

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EDUCATION

Order of Journalists: course reserved for who have at least two years of experience in press offices, 2006.

Istituto Europeo di Design (IED) Milano: computer graphic degree (2 years), 1996. Extra seminars: virtual reality, semiotics and corporate communication.

University: first two years at university: physics studies (Como, 1992-1994).

High school diploma: Industrial & Technical Institute Magistri Cumacini (Como, 1992).

SKILLS

Advanced: Photoshop, Illustrator, InDesign, WordPress, WooCommerce.

Good: Final Cut, Premiere, Dreamweaver, InstanPage, Magento, Joomla!, MailChimp, 4DEM, Sketch, Animate, iMovie, After Effects, MediaEncoder, Flash, Painter, Freehand, Lightwave3D, Maxwell Render, Rhino3D, Bryce, Poser, Acrobat, HootSuite, Facebook Business Manager.

Competence in office automation (Microsoft Office, Libre/Open Office, GSuite), data analysis tools (Google/Twitter analytics...) and project management and mind mapping tools (DropTask, Coggle.it)

Systems: Windows / MacOS, global and local networking (Internet/Intranet, bbs); able to design web pages in HTML/DHTML and CSS without authoring tools.

Languages: Italian (mother tongue) and English.

WORK EXPERIENCE

Edelman Italia | Apr 2016 - now | Senior graphic designer

Main tasks: content creation for social media. Infographic design, layouting for challenge.

Freelance | 1995 - now | art director, designer and PM

Project manager, art director and graphic/web designer. I designed websites and e-commerce, created and managed communities, developed interactive installations for museums and points of sale, layouted brochures and whitepapers... In addition I was a teacher of web design and graphics, and I created a freelance network for the development of digital transformation projects for PMI.

Shortlist of main customers: 21am, Arte-Facta, Assist, BPSE, C-Creaciver, Calzoleria Rivolta, Consorzio Stabile SaraCS, DomoticOne, Donkey Commerce, Edelman, Enaip, Espresso, FAI - Fondo Ambiente Italiano, FieraMilano, Finzioni Entertainment, Fishbonecreek, Human-Interaction, Linificio e Canapificio Nazionale, MatrixMilano, Associazione per MiTo Onlus, Ponte di Brera, NTTDATA, Present, Pride Group, Santa Margherita, Sony-Ericsson, StudioMetria, Tamoil, Tieni Costruzioni, Gruppo VNU, UIV Unione Italiana Vini.

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HOBBIES

Art: my passion for art granted me the opportunity to organize some exposition of young artists.

I also work as volunteer for the Italian National Trust ([FAI - Fondo Ambiente Italiano](#))

Cooking/eating: I love food and I like to cook; in 2001 I founded winebarmilano.it (map/yellowpage of the winebar in Milano, active from 2001 to 2010).

Reading: I read quite a lot, and I have an anobii profile

Role playing games: I was a role player, and this has helped to make me thrill of history and technology; I also managed the activities of local associations play.

Maps: my love for maps helped me for geo content web design (IE: myBphone and FAIViaLattea)

Open Source & IoT:my interest in the Internet of things and open source solutions has led me to be called upon to oversee the growth of Armadillo.

WORK EXPERIENCE (PREVIOUS)

IDTechnology | December 2014 - December 2015 | press office

Press office & MKTG manager for Eligo, an e-voting system and DiVo (Discussion & Voting).

Armadillo Lab | August 2013 - November 2014 | founder & PM

Founder & Project Manager in a IoT startup. Oversee the growth of Armadillo, the first smart home product designed by Armadillo Lab.

S5Lab | February 2009 - December 2012 | PM & art director

Project manager & art director for communications projects with hi-tech content, including: innovative Point Of Sale design, immersive experience museum, virtual assistant; event manager. Role: concept design, coordination of team work and providers, direct management of customers, green materials & smart technologies research.

Shortlist of main customers: Acquario di Genova, BlackBerry, Coca-Cola, Elettronica Service, Ente Ville Vesuviane, Hankook, Hisense, Magneti Marelli, MyChef, Manpower, Nintendo, Pirelli Pzero, Samsung, Sharp, Warsteiner.

Cairo Editore | April 2006 - February 2009 | graphic designer

graphic designer for Diva e Donna (weekly magazine).

B-plan sport & events | September 2003 - April 2006 | art director

“Audi Sailing Party” and “Audi Invitational” logo design and corporate image; web design (Sailingteam.tv, audisailing, ...) BTL for events and sport marketing, ATL.

Bibop Research Int. S.p.A. | 2000 - 2001 | art director

Customers: Futurshow, Kataweb, Operaweb, Saati group, Virgin Music Italia, Saati group, Telecom Italia.

Pride S.p.A. | 1996 - 2000 | art director

Interface design and packaging for cd-rom, static and dynamic web sites, intranet and web call centre, production and handling of multimedia contents. Corporate and advertising. Photoshop & Premiere teacher, supervisor for illustrators, graphic designers, photographers, and other suppliers.

Shortlist of main customers: Telecom Italia, Seat Pagine Gialle, Infostrada, Ericsson, Bestwestern Hotel Italia, Ilte.

PERSONAL PROJECTS

Partner in RadicediK, works exposed during the Milano Design Week 2013 & 2014.

Orme d'Autore: exhibition of digital artworks at the Jamaica bar (in Brera district), and creation of portraits on commission, 2001.

MORE INFORMATION

LinkedIn: <http://www.linkedin.com/in/fabiopedaletti>

PRIVACY

675/96 italian rule for personal data and privacy: I hereby authorise the use of my personal details solely for circulation within the company