

MILENA BONI

+ 353 838918478 | milenaboni.design@gmail.com | Dublin
linkedin.com/in/milena-design
milenaboni.com

SUMMARY

I am a versatile and ambitious designer with five years of experience in Graphic, Visual Design and Digital Marketing. I have spent last year focusing on strategy, innovation and digital trends, also completing a Master in Digital Transformation. Over the years I have developed a critical mindset and a fast-learning approach to problem solving.

I am applying to this position because I am a creative, highly organised person, able to plan and execute, with a strong attention to detail.

SKILLS

Expert: Adobe Creative Suite, Visual Communication, Social Media skills, Project Planning, CMS

Advanced: Balsamiq, Adobe XD, Email marketing, 3D, Stakeholder Management, Leadership

Intermediate: CRM, Invision, Agile Methodologies, Research and Prototyping, Service Design

EXPERIENCE

Digital & Innovation Consultant, Talent Garden

June 2019 - July 2019 | Milan

- Developed methods to map old assets to new digital processes for a variety of clients.
- Optimized the digital experience and create new digital business models.
- Succeed in Change Management initiative by demonstrating the positive impact.
- Uncovered user needs through research, developed deep insights, generated concepts.
- Skills used: Presentation skills, Agile Methods Approach, Leadership, Strategic ability, Data Visualisation, Service Design

Designer & Operation Manager, 1 Plus Events

March 2017 - Sept 2018 | Dublin

- Managed, mentored and supervised a team of five people within the Marketing Department.
- Hold weekly client meetings to foster open communication and ensure ongoing success.
- Created and developed concepts based on clients' requirements, producing high quality artefacts, experiential events and delivering digital marketing strategies.
- Conducted contextual user research to facilitate designing solutions that meet customer needs and expectations.
- Skills used: Project Planning, Presentation, Adobe Illustrator, Analytical Thinking, Stakeholder Management, Customer-centric approach, Social Media Marketing.

Graphic Designer and Marketing Executive, BYOS Startup

Oct 2016 - Jan 2017 | Dublin

- Created design principles and brand guidelines for the business.
- Leveraged social media channels, as well as app and website.
- Proposed new marketing strategies and product features by prototyping and testing.
- Skills used: Branding, Adobe InDesign, Adobe Illustrator, User Research Methods, Social Media skills.

Designer, Amorim Cork Composites

March 2016 - April 2016 | Porto

- Co-facilitated workshops with a senior design lead.
- Developed new concepts of appliances using cork granules.
- Connected the business goals and metrics with customer outcomes.
- Skills used: Visual Communication, 3D software, User Research Methods, Presentation.

Digital Designer, Le Civette sul Comò

March 2015 - May 2015 | Milan

- Contributed to the creation of an e-commerce designed for children furniture.
- Involved in all the activities of the most famous Italian showroom.
- Skills used: Adobe Creative Suite, Video editing, WordPress, Email marketing, Social Media skills.

EDUCATION

Master Digital Transformation

August / 2019

Talent Garden Innovation School

Master Degree in Product Design for Innovation

December / 2015

Politecnico di Milano

Bachelor Degree in Product Design

July / 2013

Politecnico di Milano

LANGUAGES

Italian: native

English: proficiency

Spanish: upper intermediate

HONORS & AWARDS

Accenture Leader of Tomorrow 2017

Startup PlayMoody

Interactive music toy for children aged 3-6. PlayMoody has been selected as one of the eight finalists and it has been exhibited at Maxxi Museum in Rome.

INTERESTS

Innovative Solutions | Languages and travels | Service Design | Tech & Digital Trends