



# Milena Boni

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## PROFILE

Experienced in Product and Visual Design and Digital Marketing, I completed a Master in Digital Transformation and worked on innovative projects and digital trends as graphic designer and coordinator. I aim to work within a creative environment where I can further develop my skills and grow with the team.

## EXPERIENCE

### Design Developer, Tetra Pak

July 2021 – March 2022 | Modena

- Handled design activities and worked on the **rebranding of more than 500 bricks**.
- Worked together with design studios and clients for the creation and the **market launch of 20 new projects**.
- Developed **packaging skills, industrial printing techniques** (like Flexo Process) with a deep focus on legislation.

### Product Manager, Gruppo Atlas Concorde

February 2021 - May 2021 | Modena

- Contributed to the ideation and market launch of **3 new products** (Tile collection 2021-2022)
- Coordinated the stakeholders involved in the research phase, worked directly with design and architecture studios to build new products and refined projects.
- Collected data, elaborated product performance **presentations** to make better products for the target user.

### Innovation Consultant, milenaboni.com

February 2020 - June 2021 | Hybrid

Latteria Bismantova

- Analysis and implementation of a **new brand identity**, successfully contributing to the company's growth.
- Designed a new communication system, including **logo, packaging, flyers, catalogues, advertisement boards**.
- Studied and suggested how to improve the brand awareness online and offline.

### Alegre Design Agency

Spain | Remote

- Designed new tools and procedures for the Alegre team to **increase team productivity**.
- Built **workshops** and led **internal meetups** to stimulate team creativity and enforce collaboration.

### Associazione Salviamo l'Elefante

Rome | Remote

- Worked on the UX/UI of their website and designed **social media graphics** and content.

### Innovation Consultant, Talent Garden

June 2019 - July 2019 | Milan

- Acted as a **team leader** (team of 5) to coordinate digital transformation processes of 4 different companies.
- Introduced new tools like **Business Model Canvas, Customer Journey, Service Blueprint** and **Experience Map**.

### Designer & Operation Manager, 1 Plus Events

March 2017 – September 2018 | Dublin

- Organized **company events** for Virgin Media, Microsoft, Coderdojo, JLL, Sigma Retail Partners.
- Created and developed concepts, delivered high-quality exhibitions, and **planned marketing strategies**.
- Led a **team of 5**, setting the vision, motivating and coaching them.

### Graphic Designer, BYOS Start-up

October 2016 - January 2017 | Dublin

- Designed strategy and product features by prototyping and testing.

### Designer, Amorim Cork Composites

March 2016 - April 2016 | Porto

- Developed new products made out of cork granules and co-facilitated workshops on product launch.

## STARTUP AND ENTREPRENEURSHIP

Co-founder and Art director, Envisiory

*Leverage the engagement on social media through Augmented Reality.*

Showcase the service to potential clients during conferences and marketing events.

Co-founder, Playmoody

*Provided a new learning experience through the integration of IOT solution into the educational context.*

It's a physical toy and a digital application that allows children to learn music.

Conducted market- validation research, created the business plan and run user testing.

## EDUCATION

Master Digital Transformation

August 2019

Talent Garden Innovation School Milan

Master Degree in Product Design for Innovation

December 2015

Politecnico di Milano

Bachelor Degree in Product Design

June 2013

Politecnico di Milano

## SKILLS

### Hard skills

Adobe Creative Suite (Adobe Illustrator, Adobe InDesign, Adobe Photoshop), 3d Modeling, Social Media Ads, Budgeting, Microsoft Office (Word, Excel, PowerPoint), Sketch, Figma, WordPress.

### Soft skills

Creativity, Curiosity, Persistence, Team Management, Stakeholder Management, Problem solving, Attention to detail.

## HONORS AND AWARDS

Startup Weekend Dublin 2019, Dublin Spotlight Award Social Innovation

Food waste prevention in the Hospitality Sector

Contest of Accenture Leader of Tomorrow 2017, Dublin

PlayMoody has been selected as one of the eight finalists from more 250 initial applicants.

D.A.B. Exhibition 2016-Young Italian Designers, Rome

PlayMoody has been exhibited at Maxxi Museum in Rome, selected among the best projects from Young Italian Designers.

## LANGUAGES

Italian: native English: proficiency Spanish: upper intermediate

## VOLUNTEERING

Project [aspettoacasa.it](http://aspettoacasa.it)

February 2020 - June 2020 | Reggio Emilia

It's a project developed during COVID-19 emergency to push the community buying local, avoiding gatherings, and receiving home shopping. I run activities such as contacting directly local producers and I have also collaborated with the municipality with the aim to promote the project both online and offline to create a valuable guide for the community.

**INTERESTS** I love traveling, discovering new cultures, architecture, swimming, and yoga.

What makes me wake up happy and fulfilled in the morning is knowing that I do something that I love, designing products and experiences that matter, improving people's life.