



Martina Florio

Graphic designer, client service expert

Personal info

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Skills

MS Word	🟡	🟡	🟡	🟡	🟡
MS Word Templater	🟡	🟡	🟡	🟡	🟡
MS PowerPoint	🟡	🟡	🟡	🟡	🟡
MS Excel	🟡	🟡	🟡	🟡	🟡
Adobe Photoshop	🟡	🟡	🟡	🟡	🟡
Adobe InDesing	🟡	🟡	🟡	🟡	🟡
Adobe Illustrator	🟡	🟡	🟡	🟡	🟡

Language

English (C1)	🔊	🔊	🔊	🔊	🔊
French (B2)	🔊	🔊	🔊	🔊	🔊
Italian (C2)	🔊	🔊	🔊	🔊	🔊

Creative skills

- Digital art and sketching
- Brand design
- Typography
- Editorial products

My Profile

I am a passionate graphic designer with a strong academic background from the Academy of Fine Arts in Naples. After five years as freelancer I joined Kneip, a fund investment company part of the Deutsche Börse Group, where I am in charge of overseeing layout creation, maintaining quality and ensuring adherence to client needs and guidelines. Outside of work, I stay updated through trainings and workshops to remain responsive to industry changes.

Work experiences

2022 to date

Graphic designer, client service expert
KNEIP communication S.A.

Coordinating and ensuring all graphic tasks for the needs of the department

Ensuring internal quality of graphic tasks, workflow process, and client's graphic chart

Layout creation for legal ads for finance newspapers, semi-annual and annual investment reports

Creating gadget for business events

(<https://smartillustration.art/2023/10/23/pride-all-over-the-office/>)

(<https://smartillustration.art/2023/10/23/thirty-flirty-thriving/>)

2018-2022

Freelance graphic designer

Illustrated poster for local organization (Italy)

Personalized illustrations on blackboard walls for restaurant venue renewal (Italy)

Logo design for a national research project (<https://starts.uni.lu/>)

Logo design for an international event

(<https://opendoor.concordia-h2020.eu/2020/>)

Brand design for wedding event including logo, booklet, invitations, and gadgets

Logo design for local organization (Italy)

2017-2021

Academic projects for the Fine Arts Academy of Naples

User guide for Adobe Software Suite (Ps, Id, Ai)

Illustrated fairytales book for children

Illustrated planner for 2018/2019

Series of illustrations on social consequences related to covid

Preproduction work for an animated movie

Education

2017-2021

Accademia di Belle Arti di Napoli (Italy)

Fine Art bachelor degree (Illustrations)

2017

Scuola Internazionale di Comics

(Academy of Visual Art and New Media)

Advanced drawing course

2011

Convitto Nazionale Pietro Colletta

High School Diploma (Classic studies)

