



VALERIO FALCOLINI

design@valeriofalcolini.it
+39 324 588 2170

education

International Art Direction Degree
Final Exam: 30/30
Ex Tempore Exam: 30/30
(*Cogno Studi e
Comunicazione Roma*)

know how

Css and Html5
Adobe CC expert
Sketch
Office Softwares
Powerpoint Expert
Most known CMS expert
GDN platforms
PPC/Display ads
SN Ads
ADV Engines.
Cubase, Logic, Pro tools.

unique strenghts

Able to produce content which is
perceivable, operable, understandable
and robust across a broad range of users
and abilities

Ability to handle multiple
projects and work quickly without
sacrificing quality in a deadline-driven
environment

High knowledge of branding and
conceptual development

work management

Agile, Scrum, Kanban, Scrumban, Jira,
Atlassian, Confluence, Slack,
Design Systems, Microsoft Teams,
Bluejeans, Plant, Zeppelin, Invision.

about me

I am a creative professional with over 16 years of international experience in producing marketing design content, digital advertising, web design and print design.

I strongly believe that Communication innovation and strategy, a robust work ethic, productive team collaboration, and effective work processes are all essential to success within creative marketing design.

After 10 years of experience as a Senior Design Consultant and Design Production Manager for Avira, my aim is to bring my international design and management experience into new projects and Teams, being enthusiast about achievements and seeking to increase revenues and elevate Brands perception.

work experiences

Icons & Illustrations Product Designer

Avira / Bullguard / 2021 - Present

Responsible for transitioning the Avira Brand Marketing Elements and Aligning with the Product Design. Responsible for Creating Inproduct Icons and Illustrations for all the Avira Apps, and now Responsible for the Bullguard transition too.

Brand Consultant and Art Director

Runecast / London, Brno / 2018 - Present

Brand Consultant and art direction. working closely with Marketing Department: Brand design restyling, Brand design strategy and Manual. Creation of the new official Datasheet and Powerpoint Official Template.

Worldwide Design Production Manager

Avira / Munich / 2018 - Present

Responsible for worldwide Advertising and Marketing Material content, Pimcore CMS management and Web Design, Task plannings and assignment within an 8 people Marketing Design Team. Responsible for AV19 product launch Design. My Design work contributed to record revenue growth for B2C cross-sell, upsell, and renewal campaigns and B2B. In 2019 we went far over the Yearly Revenue Forecast.

Senior Designer

Avira / Bucharest, Munich / 2015 - 2017

Responsible for the creation of Visuals, Marketing Campaigns, Landing pages, Acquisition Design Strategies, Leads in creating Design Assets . Working closely with the Avira Team, mostly from Remote and in office, traveling from Rome to Munich on a weekly basis.

My Design work contributed to meet one of the best Product Launches Revenue Targets and We highered the Inproduct Messaging conversion by performing multiple Tests on Free Product Users.



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skills

Team Player
Art Direction
Design Ideation
Communication
Teamwork Management
Adaptability
Strong Marketing Knowledge

hobbies & passions

Fatherhood expert
Typography and lettering
Hip Hop Producer
Graffiti and contemporary art
Traveling

References

Avira

David Mayerhofer (CMO - DACH),
David Krebs (CTO),
Robert Weissenbacher (CMO Director),

Runecast

Jason Mashak (Marketing Director)

Maestro

Aslan Kilinger (Owner)

70mm s.r.l.

Paolo Piccioli (Marketing Director)

Senior Designer

Avira / Doetinchem, Netherlands / 2010 - 2012

Creation and production of the first Avira Brand Book, Creation and packaging restyling through the years, Creation of partnetnet Designs and B2B communication. Responsible for Adv creation for ROW and outside DACH regions. DTPer and Css and Html5 ideation and experiments.
Achievements: Able to ideate the new product Boxes and Avira Brand Restyling together with Jelle De Rooj as art director. Our February Inproduct Messaging Advertising Launch was the most succesfull in Years for the company from a CRO and Revenue pov.

Visual Designer

Maestro / Amsterdam, NL / 2009 - 2010

Visual Designer in Maestro Agency, working closely with Aslan Kilinger, Created many websites in flash and wordpress, Advertising campaign and website restyling for Wok to walk, Kamera Express and other big NL brands. Creation of the Maestro Gallery website and Exhibitions and art direction assistant.

Art Director

70mm.it - 35mm.it - Medusa - RCS / Rome / 2006 - 2010

Art director for 35mm.it magazine, Art Director for 70mm.it Web Agency. Creation of the award winning DVD collection "il Grande Cinema di Al Pacino", from booklet and packaging to billboards and marketing campaigns. Creation of official Movie websites for Sony, Warner, Medusa and many other Movie Distribution Companies. Art Director in the movie and music Industry

My website

www.valeriofalcolini.it

Design work from 2006 to 2010:

growup.valeriofalcolini.it

Some of the proects i am currently working on for Avira, Bullguard and Runecast are filled with sensible informations, so i will be glad to showcase a few of the projects i am currently on by a video conference. Please do not heasitate to contact me.