

 **CURRICULUM VITAE****Regina Miecchi**

Creative Director / Graphic Designer

Born: Rome 14.02.1979

Nationality: Italian

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www.recreative.it

**EDUCATION**

2004 Master degree in Media Art Design for media arts and interactive design, Rome, Italy.

2003 Degree cum laude in graphic design. Istituto Europeo di Design, Rome, Italy.

1998 Integrate Year. Liceo Artistico Leon Battista Alberti, Florence Italy.

1997 Graduation in Fine Arts. Primo Liceo Artistico Ripetta, Rome Italy.

**WORK EXPERIENCE**2009 Sanrio GmbH, Milan, Italy.  
Full time Art Director.2008 Leo Burnett Company, Milan, Italy.  
Freelance Art Director.

2008 TrafficBroker, London, United Kingdom.

2007 In house senior designer.

Design of websites (web interfaces, concept and web architecture creation), corporate identity, logos, business cards, letterheads, envelopes and compliment slips. TrafficBroker is an award winning internet marketing agency specialising in paid search. [www.trafficbroker.co.uk](http://www.trafficbroker.co.uk)2006 Zard Group (music producer) Rome, Italy.  
Freelance designer.

Design of advertising campaign and BTL (out-door and in-door) for the musical "Dracula Opera Rock". Design and development of brochure, leaflets, postcards, posters and gadgets.

Ogilvy &amp; Mather, Rome, Italy.

In house freelance designer.

Project for Ford Italy and American Express. Design and development of advertising and BTL. [www.ogilvy.com](http://www.ogilvy.com)

Primo Piano Editore (editorial publisher) Rome, Italy.

Freelance designer.

Design and development of editorial project "Mille borghi, cento città, un paese" by Vittorio Emiliani.

Cube ADV. Rome, Italy.

In house freelance designer.

Design and development of logo and corporate identity for Romola (food product). Brochure, leaflet, symbols, posters and gadgets.

2005 Leo Burnett Company, Rome, Italy.

In house BTL freelance designer.

Project for McDonald's sponsor of Olympics Games of Turin 2006.

Design and development of Olympics Style Guide and leaflets, postcards, menu boards, posters, placemat, gadgets.

Design and development of the "Agenda" for the Ministry of Internal Affairs.

[www.leoburnett.com](http://www.leoburnett.com)

2004 Vatican Secret Archives, Rome, Italy.  
Freelance designer.  
Editorial project.

InArea of Antonio Romano & As. (Brand Design Agency). Rome. Italy.  
In house freelance designer.  
Design and development of corporate identity for Coni Italia, Olympics Games of Athens 2004.  
[www.inarea.com](http://www.inarea.com)

Ang un Beb  (fashion child brand). Rome, Italy  
Freelance designer.  
Design and development of logo, corporate identity, brochure, leaflet, card, website and shoppers.  
[www.angunbebe.com](http://www.angunbebe.com)

2003 Explora Museum of children, Rome, Italy.  
Degree Thesis Exhibition.  
Design and development of brochure, leaflet, cards, pittograms and signature.  
[www.mnbr.it](http://www.mnbr.it)

2002 Zard Group (music producer) Rome, Italy.  
In house freelance designer.  
Design and development of advertisement campaign, BTL (out-door and in-door), seven CD Label edit by Sony Music for the musical "Notre Dame de Paris".  
Design and pictures of an editorial project "Ma Vi a Lop" (backstage of Notre Dame the Paris), poems by Pasquale Panella.

2001 FKGB agency, Paris, France.  
Project collaboration for a music CD label of the musical "Notre Dame de Paris" edit by Sony Music.  
[www.tbwa-fkgb.com](http://www.tbwa-fkgb.com)

## COURSES

2008 D&AD/IPA Sharpen Your Creative Ambition, London  
2008 Central Saint Martins College of Art and Design, London  
2007 Course of Business Start Up, Fashion Business, Illustration and Textile Design.

## PROGRAMS

Adobe Suite, Quark X-press.

## LANGUAGE

Italian, mother tongue / English, intermediate Cambridge level.

