



## RACHELE LO PIANO

born in Rome on May the 7th, 1974

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### PROFESSIONAL PROFILE

Communication and marketing advisor, editor and copywriter with a wide experience in graphic, web design, desktop publishing and printing processes and a double technical and humanistic training.

Used to deal with complex communication projects, and to coordinate them with an overview of key points, critical issues and processes.

Teacher of graphic design, web design and desktop publishing (and their main softwares), with a specific experience in business and professional courses.

Font designer of “leggimi” font, to make reading easier for people with dyslexia.

### IT SKILLS

**Graphic and web design.** professional knowledge of the Adobe package (InDesign, Photoshop, Illustrator, Flash, Dreamweaver) and Corel (CorelDraw, Ventura), Quark Xpress and some free software: Gimp, Sigil for the creation of ebooks.

**Programming.** In-depth knowledge of HTML and CSS languages, basic knowledge of asp and php, professional use of the Wordpress platform.

**Web and SEO.** In-depth knowledge of accessibility, usability and SEO rules and management.

**Office.** In-depth knowledge of the Office package and the IWork suite for Mac, basic knowledge of Excel.

**Operating systems.** Current use of Mac Os and Windows OS.

### LANGUAGES

mothertongue **italian**

thorough knowledge **spanish**

upper intermediate knowledge **english**

basic knowledge **french**

### STUDIES

**Degree in Communications Sciences**

at the University of Roma Tre

(grade 110/110 with honors, thesis in Linguistics of Communication).

**Diploma in Scenography**

at the Academy of Fine Arts in Rome

(110/110 with honors, thesis in Communication Design).

**Five-year high school diploma in Experimental Art**

at the S. Orsola Institute in Rome

(60/60 score).

### PUBLICATIONS

Creator, curator, co-author and illustrator of the editorial series Nomos for Sinnos Publishing House of Rome, Italy, to explain law to children.

Books: **Lorenzo and the Italian Constitution** (1997, 4th edition in 2011), **Chiara and the**

**responsible use of money** (2004, one reprint), **Tina and children's rights** (2006, two

reprints), **Giulio and human rights** (2008, one reprint), **Diego and workers's rights** (2010),

**Nina and women's rights** (2011).

### INTERESTS

**Shiatsu Operator**, passionate about Chinese medicine and nutrition.

### THE REASON OF THIS SUBMISSION

I'm very satisfied about my job and I've reached a good economic and professional level.

I'd really like to share my long and diversified experience in a stimulating work environment.

## PUBLISHING 2005-2021

**Sinnos editrice (publishing house) of Rome** Editor and graphic designer, 2005-2011

**pianopiano book bakery, digital publishing house** I set up this business with my sister to publish e-books with style (we had a catalogue of 12 books about travel, wine, fashion, kitchen, health and lifestyle). We also did web design and publishing courses, and home hand made decoration. I left the project when I decided to move to Spain. You can find the old scent of the project in the facebook page: <https://www.facebook.com/pianopianobookbakery/>, 2014-2017

At the moment I continue to carry out this activity for publishing houses and authors as a freelance.

## COPYWRITER 2005-2021

**CAFUIL di Roma e Provincia** social posts and dissemination materials, public relations and customers care's communications (2012-2021)

**AIYB Yoga** social campaigns and dissemination materials (2021)

**Lorena V. Pajalunga** social posts (<https://www.facebook.com/lorenavpajalunga>) and dissemination materials (2021)

**Monica Morganti** Newsletters and promotional messages (2017)

**Sinnos editrice (publishing house) of Rome** editor and copywriter (2005-2011)

## TEACHING 1995-2017

Teacher of desktop publishing, Graphic and Web Design for private persons and companies.

I have given classes to employees of the following companies (between others): **Tipografia Vaticana** (2 courses), **World Food Programme** (1 course), **Senato della Repubblica** (2 courses), **Rizzoli editore** (2 courses), Banca d'Italia (1 course), **Zecca dello Stato** (1 course), **editoriale EDC** (1 course), etc.

In 2005, for **Linfa s.r.l. Roma** I designed and developed content, graphics and animations for e-learning platforms.

In 2005, for **Request Roma** I gave graphic and web design courses for regional-funded IT courses.

**Sinnos soc. coop. sociale Roma** graphic design and desktop publishing courses in the Rebibbia Prison of Rome (**Multimedia training and information and the creation of job opportunities for young immigrants**) and in the context of the Levante project (to create a publishing cooperative in Puglia) (2000-2008)

**Ecipa Lazio (Roma)** graphic design and internet as part of programs for updating the skills of workers (2002)

**Istituto S. Orsola (Roma)** substitutes for the subject of **Life Drawing** and orientation meetings for students (1995)

## WEB DESIGN 2012-2021

I designed and developed more than 40 websites, continuing to work with the most of these. The following list shows my most recent and representative work and the websites that are still online.

### SCHOOLS

**Liceo Aristofane di Roma** <https://www.liceoaristofane.edu.it>

**Liceo Socrate di Roma** <https://www.liceosocrate.edu.it>

**Liceo Orazio di Roma** <https://www.liceo-orazio.edu.it>

### TRAVEL & TOURISM

**A tour Guide in Rome** <https://www.atourguideinrome.it>

**Born&Bred in Rome** <https://www.bornandbredinrome.it>

**Welcome to R-home** <https://www.welcometor-home.it>

**Joy of Rome** <https://www.joyofrome.com>

**Muri Lab** <https://www.murilab.it>

**The Guiding Family** <https://www.theguidingfamily.com/>

**Hospederia Casa de la Torre** <https://www.espaciocasadeltorre.com>

**El retiro de Dulcinea** <https://elretirodedulcinea.biofood.es>

**Viajar con Cervantes** <https://www.viajarconcervantes.com/>

**Viaggi, spiritualità e benessere** <https://www.viaggispiritualitaebenessere.com/>

## ASSOCIATIONS & SOCIAL ISSUES

**Social Chic Design** <https://www.socialchic.it>

**Chiama Chiama** <https://www.centroantiviolenza.org/>

**Work(h)er Project** <https://workher.mondodonna-onlus.it/>

**Porto 15** <https://www.porto15.it/>

## BUSINESS

**CAFUIL di Roma e del Lazio** <https://www.cafuilromaelazio.it>

**ADOC** <https://adocromaelazio.it/>

**biofood naturalmente** <https://www.biofood.es/>

## ART, CINEMA, BOOKS

**Kira Kira edizioni** <https://www.kirakiraedizioni.com/>

**Lorusso editore** <https://www.lorussoeditore.it/>

**Talpa produzioni** <https://www.talpaproduzioni.com/>

## HEALTH

**Wang Academy** <https://www.wangacademy.org/>

**Monica Morganti** <https://www.monicamorganti.com/>

**Studio Dentistico Cardamone** <https://www.studiodentistaroma.it/>

## GRAPHIC DESIGN VIDEO EDITING ILLUSTRATIONS 2011-2021

The following list shows my most representative work as graphic designer:

### SCHOOLS

**Liceo Aristofane di Roma** logo, website and brochure (2015-2021)

**Liceo Socrate di Roma** logo and website (2020-2021)

**Liceo Orazio di Roma** website and dissemination material (2019-2021)

### TRAVEL & TOURISM

**A tour Guide in Rome** logo and website (2020-2021)

**Born&Bred in Rome** logo and website (2020-2021)

**Welcome to R-home** logo and website (2020-2021)

**Hospederia Casa de la Torre** dissemination material, social campaigns, posters

**El retiro de Dulcinea** logo and website (2020-2021)

**Viajar con Cervantes** logo, website and dissemination material (2017-2021)

**Ultimate Rome** logo and social campaigns (2020-2021)

### ASSOCIATIONS & SOCIAL ISSUES

**ANDOS Roma** social campaigns for Ottobre Rosa and screening/prevention activities (2020-2021)

**Eva d. Toklas produzioni (Rome)** dissemination material (art labs in the Rebibbia's prison of Roma between 2008 and 2010, the expositions Tusciaelecta 2003, Sumptuous 2003, the lab Ma si mangia? Metti un fiore in pancia and Honkytonky, a music school for children) (2002-2010)

### INSTITUTIONS

**CAFUIL di Roma e del Lazio** dissemination material, social campaigns, posters (2012-2021)

**OPRAS, organismo paritetico regionale ambiente e sicurezza (Rome)** logo and dissemination material for activities and learning proposals (2015-2021)

**Kreyon Project** webdesign and exhibition set-ups for the project **Kreyon, creatività e innovazione**, by John Templeton Foundation, Università Sapienza di Roma, ISI Foundation e Institute for Complex Systems (2015-2017)

**Bancaria Editrice (Rome)** Advertising pages and banners for print and web (2005)

**Dipartimento degli Affari Sociali of the Presidency of the Council of Ministers.**

Dissemination material for the b-launch youth campaigns 1997, **Music from the heart of the Mediterranean** 1998, **A law for young people** 1998, **Third national conference on volunteering** 1998.

## ART, CINEMA, BOOKS

**Talpa produzioni** logo, website, posters, brochures and loglines (2015-2021)

**Teatro Ambra Jovinelli (Theatre, Rome)** logo and dissemination material of the Trattoria Jovinelli, annexed to the theater (2007)

**La Palma Club (Rome)** graphic design of the monthly program for the 2002-2003 music season (2003-2004)

**Fahrenheit 451 edizioni (publishing house, Rome)** covers of some volumes of the publishing house (2003-2004)

**Tidò Roma** Concept and dissemination material for the **GiocACEA (Acea SpA project)** and **Alice nella città 2004** (international film festival for children) events (2003-2004)

## BUSINESS

**biofood naturalmente** dissemination material (2018-2021)

**Value Training & Solutions Roma** logo and dissemination materials for European projects (2002-2005)

**Ecosistemi s.r.l. (Roma)** company's website, concept and realization (graphics, illustrations, copy, animations) of the **GiocA21L Puglia project** (2002-2003)

## HEALTH

**Monica Morganti** videos and dissemination materials (2020-2021)

**Studio Dentistico Cardamone** logo and dissemination material (2016-2021)

**Studio Odontoiatrico Marino** dissemination material (2015-2017)

**Dr. Domenico Vendettuoli** illustrations on the pathologies and treatments of the thyroid gland on the web <http://domicovendettuoli.it/> (2015)

I authorize to process my personal data.

This resume has been updated on September the 27th, 2021.

Rachele Lo Piano

