



RACHELE LO PIANO

born in Rome on May the 7th, 1974

www.ethicalwaydesign.com

fb rachele lo piano

linkedin rachele lo piano

mail lopiano@gmail.com

pec rachelelopiano@pec.it

Via Ettore Paladini 89 / 00149 Rome (Italy)

C/ Antonio Machado 16 / 45820 El Toboso (Spain)

cell. +39 328 6825039

PROFESSIONAL PROFILE

Design and digital marketing advisor, graphic designer, web designer, editor and copywriter, with a wide experience in graphic, web design, desktop publishing and printing processes.

I am used to deal with complex communication projects, and to coordinate them managing key points, critical issues and processes.

I am a graphic design, web design and desktop publishing teacher, with a specific experience in business and professional courses.

I am the font designer of “leggimi”, a font for people with dyslexia and reading problems.

I leave between Spain and Italy, enjoying the variety of experiences and perspectives this life offers to me.

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.

Video editing. semiprofessional knowledge of Adobe After Effects, iMovie.

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, running, painting.

PUBLISHING 2005-2021

*Advanced theoretical
and technical knowledge
of the traditional
and digital (epub)
publishing process*

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

*Copywriting experience
in italian and spanish,
especially on
the following topics:
job protection, psychology,
nutrition, organic food, yoga
and oriental disciplines*

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

Biofood, naturalmente (Spain, in Spanish since 2022) posts about organic food and health.

Hospedería Casa de la Torre (Spain, in Spanish since 2020) posts and advertising material about cultural tourism and Spanish experiences in La Mancha.

AIYB Yoga social campaigns and dissemination materials (2021)

Lorena V. Pajalunga social posts and dissemination materials (2021)

Monica Morganti Newsletters and promotional messages (2017)

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

WEB DESIGN 2012-2021

*More than 30 active websites
for Travel Agencies
and activities, Associations,
italian and spanish small
business, publishing and
production houses, Schools
and Institutions.*

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

Ipogeo dei Cristallini di Napoli <https://www.ipogeoideicristallini.org>

Res Antiquae <https://www.resantiquae.it>

Visiter Rome <https://www.visiterome.org>

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/>

Hospedería Casa de la Torre <https://www.espaciocasadelatorre.com>

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

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

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

Tropical Parco Termale <https://www.tropicalparcotermale.it>

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/>

ANDOS <https://www.andos.org>

BUSINESS

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

ADOC <https://adocromaelazio.it/>

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

biofood network <https://www.biofoodnetwork.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

*From graphic and web design
to video creation and editing,
I've a very long and
diversified experience
in this field.*

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)

TEACHING 1995-2017

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

Web Design and blog and copywriting classes for the students of **Liceo Classico Orazio** and those of Istituto Tiburzi, two public schools of Rome (2021-2022)

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)

*Something I really love...
teaching! I've never stopped
to learn and teach
the core and the softwares
of my job.*

I authorize to process my personal data.
This resume has been updated on July the 16th, 2022.
Rachele Lo Piano

