

CRISTINA PICCAROZZI

Communication Designer UX Designer

*Designing with care:
for people, for purpose,
for the work that matters.*

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Italian & German nationality
Based in Darmstadt



PROFESSIONAL EXPERIENCE

Freelance Communication & Brand Designer · Self-employed — Darmstadt, Germany

July 2024 – Present | Freelance | Parental leave with continued project work

- Brand identity & certification mark for 'Rea-Qualità Reatina' — Developed the full logo, visual identity system and brand manual for a quality certification scheme for the territory of Rieti, Italy. Commissioned by the Camera di Commercio di Rieti in collaboration with Università della Tuscia, Viterbo.
- Corporate identity & website for Kita Kinderscheune Eberstadt — Designed the complete visual identity (coordinated image) and is currently developing the institution's website.
- Design workshops & private tuition — Delivered Adobe Creative Suite workshops (Photoshop, Illustrator) and private lessons. Led a dedicated logo design & concept development workshop for the Arts & Crafts Club at EUMETSAT, Darmstadt.

Communication Designer · Finestyle Werbeagentur — Weiterstadt, Germany

September 2019 – June 2024 | Full-time · Part-time · Parental leave

- Designed and delivered end-to-end branding and digital solutions for clients in gastronomy, logistics and professional services.
- Led website design projects and developed corporate identity systems, ensuring visual consistency across all brand touchpoints.
- Applied each client's brand identity guidelines with rigour, ensuring all deliverables — from print to digital — respected the visual standards of brands such as Red Bull.
- Supported on-site photography sessions at client locations and handled subsequent image editing and post-production for use across print and digital materials.
- Created animated and interactive video banners for stadium display at Darmstadt's football stadium, including for clients such as Krämer Getränke GmbH & Co. KG.

Art Director · Sonnenberg & Holsmöller Werbeagentur — Darmstadt, Germany

February 2018 – October 2018 | Full-time | Pharma Communications specialist agency

- Contributed to the conceptual development of campaigns for pharmaceutical products and medical devices.
- Designed layouts for online and offline channels including POS materials, adapting scientific content into clear, compliant visuals.
- Maintained direct contact with clients to ensure correct and consistent application of each client's brand identity guidelines, contributing new ideas within the defined visual framework.

Junior Art Director · Wächter & Wächter Worldwide Partners — Munich, Germany

December 2016 – July 2017 | Full-time (promoted from Trainee)

- Participated in the development of innovative B2B, B2C and Healthcare campaigns; contributed to two successful pitch wins (incl. OSRAM).
- Conceived campaign ideas with a 360° approach, including social media storytelling strategies designed to translate brand narratives across digital platforms, from static posts to video content.

- Worked in direct contact with both internal creative teams and clients, ensuring all outputs strictly adhered to each client's brand identity and visual guidelines — including on international healthcare projects such as Orenzia® (abatacept) for Bristol Myers Squibb™.
- Designed and executed online and offline assets; supported creative directors and the wider creative team across client deliverables.

Trainee Art Director · Wächter & Wächter Worldwide Partners — Munich, Germany

February 2016 – November 2016 | Trainee

- Worked closely with creative directors, designers and account managers to develop and implement multi-channel communication concepts adaptable across digital, social and print channels.
- Actively created adaptations of existing campaign materials, ensuring consistency across formats and markets.
- Independently conceived new campaign ideas that were recognised by the creative leadership, leading to an early promotion to Junior Art Director within the same year.

Graphic Designer · diva-e Digital Value Enterprise GmbH — Munich, Germany

October 2015 – January 2016 | Full-time

- Designed banners and digital content for high-profile websites (FC Bayern München, E.ON, Allianz), collaborating with project managers and developers.

Graphic Designer (Freelance) · Spin8 Srl / Università della Tuscia — Viterbo, Italy

September 2014 – September 2015 | Freelance

- Provided graphic design consultancy and developed the full corporate identity for a university spin-off company.

Graphic Designer · Markus Benesch Creates — Munich, Germany

October 2013 – July 2014 | Full-time

- Designed and produced a wide range of graphic materials: presentations, brochures, catalogues, posters and event visuals for trade fairs.
- Contributed to the presentation and visual communication of projects by renowned designer Markus Benesch, including: the HP stand at Heimtextil Frankfurt; installations, window displays and set design for Hermès at Milan Design Week; and interactive concept development for Rasch wallpaper collections.
- Maintained direct contact with clients and industry partners at trade fairs and design events, supporting presentations and contributing to new business development on-site.

Graphic Design Intern · Saldiprivati Srl (Banzai Group) — Milan, Italy

May 2013 – October 2013 | Internship

- Intensive daily workflow with tight deadlines to ensure the timely online publication of new e-commerce storefronts — a fast-paced environment that built strong time management and delivery discipline.
- Excellent team-building environment: worked shoulder-to-shoulder with other graphic designers, the marketing department for client briefings, and photographers for image retouching and post-production.
- Created customised imagery and sale presentation covers for design and fashion brands, respecting each brand's individual visual identity and guidelines.
- Designed banners and photo composites for an e-commerce platform, producing assets optimised for web, mobile and tablet formats.

Graphic Designer (Freelance) · Università della Tuscia — Viterbo, Italy

June 2008 – May 2013 | Freelance

- Provided ongoing visual communication design for the university and its departments, including identity systems for conferences and institutional events.
- Over five consecutive editions (Career Day 2008–2012), developed and evolved the full coordinated image of the annual Career Day event — from logo design through to all applications: exhibition stands, posters, flyers, gadgets, signage and promotional materials — adapting and refreshing the visual identity each year while maintaining coherence across all touchpoints.

Motion Design / Graphic Design Intern · Era Design Srl — Milan, Italy

April 2011 – July 2011 | Internship — university-required placement, undertaken in parallel with studies

- Collaborated on video production projects including TV commercials and advertising spots for major clients such as Mediaset, working within a professional broadcast environment.
- Assisted with on-set filming in television studios for spots requiring green screen compositing and post-production reworking.
- Adapted and developed new logo assets for Mediaset-related projects, ensuring strict compliance with existing brand identity guidelines.
- Used industry-standard editing and motion design software including Adobe After Effects, Premiere Pro and Final Cut Pro for video editing, cutting and animated graphic elements.

EDUCATION

Professional Diploma in UX Design · UX Design Institute / Glasgow Caledonian University, Dublin, Ireland

January 2023 – January 2024 | Final grade: 82%

- User research, analytics, information architecture, mobile UX, usability testing, prototyping and wireframing across multiple platforms.
- Final project: end-to-end UX design of an airline ticket booking website — from user research and competitive analysis through usability testing to final annotated wireframes.

Credential: [View UX Design Diploma](#)

Master's Degree in Communication Design · Politecnico di Milano, Milan, Italy

September 2009 – October 2012 | Final grade: 110/110 with distinction and publication

- Thesis: "The Mother: An Advertising Stereotype — Evolution and constants in the representation of motherhood in advertising from the 1960s to today." The research culminated in a concrete video production: a short documentary/interactive video concept exploring whether the mother figure functions as a collective advertising stereotype, designed to communicate the research findings through audiovisual storytelling.
- Part of the thesis research was published in: Giovanni Baule, Valeria Bucchetti, Anticorpi comunicativi. Progettare per la comunicazione di genere. Franco Angeli, January 2013.

Diploma Supplement: [View Diploma Supplement](#)

Bachelor's Degree in Graphic & Multimedia Design · Università La Sapienza, Rome, Italy

September 2005 – January 2009 | Final grade: 110/110 cum Laude with distinction and publication

- Thesis: Corporate identity design for the awareness campaign "Ci vuole un'ape" — encompassing logo design, print, brochure, packaging, a children's board game and a hand-drawn animated short film (cartoon), website design and interactive prototyping.

CONTINUOUS LEARNING & PROFESSIONAL DEVELOPMENT

Mar 2026	The Lettering Design Roadmap — Martina Flor (online workshop)
Feb–Mar 2026	UX Design & User Experience Design — Udemy (online course)
2023–2024	Professional Diploma in UX Design — UX Design Institute / Glasgow Caledonian University

TECHNICAL SKILLS

AI Tools	ChatGPT, Claude, Adobe Firefly
Design & Layout	Adobe Illustrator, Photoshop, InDesign — Advanced
Motion & Video	Adobe After Effects, Premiere Pro, Final Cut Pro, iMovie — Proficient
UX & Web Design	Figma, Adobe XD, Sketch, WordPress, Elementor — Advanced
3D	3D Studio Max, Cinema 4D, AutoCAD, ArchiCAD — Basic
Productivity	Microsoft Office Suite, Apple Pages / Keynote, FileZilla

Private Tutor

| Adobe Creative Suite (private instruction)

LANGUAGES

Italian	Native (dual nationality: Italian & German)
German	B2/C1 — Professional working proficiency
English	C1 — Advanced (ECB requirement met)
French	Basic