



**Francesco Bellon**  
Designer

**Date of Birth** ::: 13 may 1980  
**E-mail** ::: fb@fbellon.com  
**Web** ::: www.fbellon.com  
**Mobile** ::: +39 347 49 21 666

### Education :::

05.2009 - 06.2009  
English courses  
**Eurocenter**, London.

10.2009 - 10.2005  
Degree in “**Industrial Design**”  
**Polytecnic University of Milan**

**Thesis:** Hand Made Pictogram System  
for a temporary housing settlement .

11.2004 - 06.2005  
Course of **Typography Design**  
**Bauer Institute**, Milan, Italy

04.2005  
Workshop “**Design for Disaster**”  
**Design Accademy**, Eindhoven, Netherlands

01.2003 - 06.2003  
ERASMUS program  
ESAG/Penninghemm, Paris, France

07.1999  
High school diploma  
Technical school of architecture “G. Belzoni”,  
(Geometra) Padua, Italy

### Software :::

Photoshop, Illustrator, Indesign (*really advance*)  
FreeHand, Quark XPress, (*advance*)  
Flash, DreamWeaver (*medium*)  
Autocad, Alias, Cinema 4D (*basic*)  
Word, Excel, PowerPoint (*advance*)  
*Excellent* internet skills

### Languages :::

Italian: Native Speaker  
English: Intermediate  
France: Intermediate

### Publication :::

Progetto Grafico, edition 10, 2007,  
Fefè, January/Mach 2007,  
Goya, August 2006  
Zogo, Balilla Enterprise, 2005

### Employment :::

12.11- Present  
**HMC – Heart Mind Creativity**, Bozen, Italy  
**Senior art director & graphic designer**  
Subordinates: 4  
Key responsibilities:  
- Creation and design of product campaigns  
- Conceptualization of brand identity  
- Website art direction  
- Management of photo shooting  
- Conception and realisation of illustrations, packaging and labels

Clients: **Gruppoi ITAS assicurazioni**, **Cantina Terlano**, **EiCoCon**  
**cathing+consulting**

08.2009 – 12.2011  
**Freelancer**  
I dealt with several projects aimed to the study of the brand positioning and the creation of new brand's concept.

- **ChorusDesignGroup** (design)  
Brand restyling, Web design, Web developpe.  
- **Artwake.it**  
Brand strategy and Identity, Web design, Web developpe.  
- **Assoitalia Insurance**. (Insurance)  
Brand strategy and Identity, Stationery design, Adv, Web Site  
- **Atelier Teatro** (Compagnia teatrale).  
Brand strategy and Identity, Stationery design, Adv, Web Site  
- **Q Save** (Technology developpe).  
Brand strategy and Identity, Stationery design, Literature  
- **Scuola Europea di Medicina Estetica e Sistemica** (Medical)  
Brand strategy and Identity, Stationery design, Company profile.  
- **ArsLife** (Art).  
Brand strategy, Web community design, build Web community  
- **Sara Donati** (illustration).  
Web design, web developpe.

01.2008 - 05.2009  
**Comunicazioni Sociali**, Milan, Italy  
**Brand Designer & Art Director**  
Key responsibilities:  
- Conceptualization of corporate identity and BTL projects  
- Provide identity and stationary design, web design,  
- Management of post production and packaging  
- Realisation of promotional 3D projects

Clients: **Unicef**, **Wella**, **Hollywood Milano**, **Hotels field**.



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03.2007 – 01.2008

**Brand Portal**, Milan, Italy

**Art director BTL**

Key responsibilities:

- Realisation of BTL campaigns
- Developing of visual concepts and final designs
- Providing identity and stationary forms design, mail-pack, promotional sale-shop items, and company profile

Clients: **Fineco Bank, Salmoiraghi e Viganò, Fabbri Editori, H3G, Village Real Estate.**

04.2006 – 03.2007

**UNIVISUAL Brand Cosulting**, Milan, Italy

**Junior Brand and packaging Designer**

Key responsibilities:

Worked on corporate identity, developing brand strategy, visual identity, brand books and packaging for clients Global Corporate,

Clients: **Salmoiraghi & Viganò, Unisys, Fandis, Merz Italia, Ferplast, Zoodom, Unicredit Bank**

10.2005 - 04.2006

**Civil Protection Department**, Rome, Italy

**Web Designer**

Key responsibilities:

Worked on website protezionecivile.it for a new version. developing research, functional structure, interface.

03.2004 - 08.2004

**DDE, Design Diffusion Edizioni, Milan, Italy**

**Editorial graphic**

**Hobbies** :::

I love spending my free time following my passion for arts that allow me to cultivate my creativity.