



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 Departmet, Rome, Italy

Web Designer

Key responsibilities:

Worked on website protezionecivile.it for a new version. deve-losing 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.