



Valeria Ottoni

Graphic Designer & Project Manager

Creativity has always been my natural element, and in recent years I have had the opportunity to work on cross-functional projects that have allowed me to expand my skills, grow professionally, and develop a comprehensive design vision. I have held coordinating roles within creative teams and mentored new collaborators, cultivating an aptitude for teamwork, on going training and orderly process management. Curious by nature, I keep myself constantly updated on everything related to visual communication and technological innovation. I am distinguished by a strong aesthetic sense, critical spirit and open-mindedness. In every project I bring method, concreteness and attention to detail, combining strategic vision and problem solving skills.

Experience

biancocreativo s.r.l.

GRAPHIC DESIGNER & PROJECT MANAGER

Rome, Italy | biancocreativo.it

[2021 - current]

During my experience, I have been involved in the design and production of visual content for social media channels, creating graphics for posts, carousels, and stories, as well as animated content for reels and videos. I oversaw all stages of the creative process, from the visual concept to the production of motion design materials, including video editing and post-production. The content was developed to ensure visual consistency, communicative effectiveness, and alignment with the brand identity.

At the same time, I managed the various project phases, from briefings to timeline definition, task assignment, and direct client relations. I contributed to the development of online and offline advertising campaigns, brand identity design, and the definition of branding systems consistent with the brand's strategic positioning.

fondente s.r.l.

GRAPHIC & MOTION DESIGNER

Rome, Italy | fondenteproduzione.it

[2022 - 2025]

Conceptualization and production of graphic animations and video content for advertising campaigns, commercials, television formats, music videos and content for social media, following all stages of the creative process: from concept development to animation and finalization. For the various sets, I also took care of the scenic aspect, intervening from the brief stage to ensure visual consistency and aesthetic quality in line with the project objectives. Brand identity design and coordinated visual identity definition, with creation of graphic materials for website and social channels, including integration of animated elements.

Il Romanista

GRAPHIC DESIGN CONSULTANT

Rome, Italy | ilromanista.eu

[2023 - 2024]

- Training for internal team on the use of Adobe systems (InDesign/InCopy).
- Support for layout and/or creation of infographics for the print edition of Il Romanista newspaper.
- Support for any technical issues related to Adobe systems.

Education

RUFA - Rome University of Fine Arts

BACHELOR'S DEGREE IN GRAPHIC DESIGN

Rome, Italy | unirufa.it

[10/2017 - 02/2021]

Udemy

PROJECT MANAGEMENT

Rome, Italy | udemy.com

[01/2025 - 02/2025]

Eye Studios Accademy

UX, UI E FIGMA

Rome, Italy | eyestudios.it

[10/2024 - 11/2025]

Membership

ADCI - Art Directors Club Italiano

SOCIO

Rome, Italy | adci.it

[2024 - current]

ADCE - Art Directors Club of Europe

SOCIO

Rome, Italy | adceurope.org

[2025 - current]

Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects
- Adobe Premier
- Adobe Lightroom
- Meta Business Suite
- Figma
- Notion
- Open AI Codex
- WooCommerce
- Elementor
- Microsoft 365
- Rhinoceros
- 3dsmax

Soft Skills

- Active Learning
- Project Management
- Organization and Method
- Stress Management
- Multitasking
- Aesthetic Sense
- Goal Orientation
- Problem solving

Recommendations

Alessio Tedesco

Chief Marketing Officer

biancocreativo s.r.l. and fondente s.r.l.

Valeria is a young and talented graphic designer. Skilled and approachable, she has a strong inclination for teamwork and shows a particular commitment to continuous learning.

Stefano Falco

**Managing Partner & Co-Founder Kairos Consulenza
e Ricerca, General Affairs Manager biancocreativo**

Valeria's arrival in our office was, in many ways, a pleasant surprise, especially considering it was her first work experience. Her curiosity and eagerness to learn are qualities not often found, particularly in those just entering the professional world. Since then, her growth has been steady, and today she plays an integral and supportive role across all areas of our department. Serious, reliable, and always ready to take on new challenges, she has all the makings to become a key professional figure and a true added value over time.

Riccardo Meli

CHIEF EXECUTIVE OFFICER

fondente s.r.l.

Valeria is simply everything a team could ever need. An honest, punctual, and meticulous professional, she combines remarkable creativity with boundless curiosity. She is kind, approachable, sincere, and always willing to help. She loves to listen and learn from everyone around her—though, more often than not, it's others who end up learning from her. She is young and talented, yet carries the professional maturity of a seasoned expert. Even after working with her for several years, her qualities still manage to surprise me. An exceptional multitasker—one of a kind. Without exaggeration, it's people like her who truly drive meaningful results within a company.

Giuliano Catapano

CEO AND CREATIVE DIRECTOR

zest s.r.l.

Valeria is a true asset always available and ready to solve any type of problem we've faced. We've been working together for three years, and she's an incredibly valuable resource, not only for her creativity but also for her ability to organize and structure our communication effectively!

Maria Palmieri

DIGITAL MARKETING SPECIALIST

Valeria is a creative, precise, and reliable graphic designer with a strong aesthetic sense, capable of balancing the diverse needs of the team she works with. Her technical skills allow her to seamlessly move from editorial design to web design, from visual communication for social media to the creation of motion graphic content. In an agency setting, she's a valuable ally when it comes to understanding client needs and translating brand identities into cohesive graphic and digital solutions across various channels. Always kind and approachable, she starts every day with a smile.

Contact



www.valeriaottoni.it



valeriaottoni1@gmail.com



[linkedin.com/valeriaottoni](https://www.linkedin.com/valeriaottoni)



[behance/valeriaottoni](https://www.behance.net/valeriaottoni)



(+39) 3341527881