ROBERTINO MARRAZZO

Senior Graphic Designer | Visual Identity, Editorial & Digital Design

Messina, Italy
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PROFESSIONAL PROFILE

Graphic designer with over 10 years of experience in visual communication, editorial design and digital production. Advanced proficiency in Illustrator, Photoshop, InDesign, After Effects and Figma. Experienced in visual identities, print materials, social media content and graphics for websites and landing pages. Comfortable managing projects independently and collaborating with marketing, web and IT teams.

WORK EXPERIENCE

Senior Graphic Designer
Fordevs Agency · Italy | Apr 2025 – Present
• Visual communication design for digital media, social media and editorial content.
• Brand strategy and identity development for European market clients.

Senior Graphic Designer
Business Media Lab · Argentina | Nov 2022 – Present
• Design of visual pieces for digital, audiovisual and editorial media with brand coherence focus.

Freelance Graphic & Digital Designer
Messina, Italy | Oct 2024 – Present
• Create editorial and digital graphics for clients across a range of sectors.
• Develop visual identities and consistent brand systems for print and digital media.
• Create and manage social media visuals, including content plans, format adaptations and visual strategy.
• Lay out brochures, catalogues, presentations, flyers and corporate materials.
• Provide graphic support for websites, landing pages and digital communications; optimise web assets.
• Design UX/UI for digital platforms, applying usability principles and responsive formats.

Senior Graphic Designer
Red Mutual · Santa Fe, Argentina | Apr 2023 – Oct 2024
• UX/UI design for an internal app.
• Developed advertising graphics and digital and editorial materials for omnichannel campaigns.
• Managed social media content plans and produced visual content for digital marketing.
• Laid out editorial and print materials and worked on multimedia production and UX/UI design.
• Collaborated with the marketing team to plan and manage communication campaigns.

Advertising Graphic Designer
NK Marketing (NKStudios) · Santa Fe, Argentina | Oct 2019 – Apr 2023
• Designed advertising assets and managed campaigns from concept through final production.
• Created editorial design, multimedia and content for web and print.

Visual Design & Marketing Support
Nation Santa Fe / Castellaro | 2016 – 2018
• Worked on visual design, editorial materials, marketing support and customer relationship management (CRM).

Advertising & Prepress Assistant
MR Letreros · Santa Fe, Argentina | Mar 2014 – Apr 2016
• Worked on editorial graphic design, prepress, large-format print production and customer service.

Additional experience: Matias Tomatti. The reference groups Matias Tomatti, Nation, Castellaro and MR Letreros within 2010-2019.

EDUCATION

Licenciatura en Diseño de la Comunicación Visual (Visual Communication Design)
Universidad Nacional del Litoral, Santa Fe, Argentina | 2005–2013

TECHNICAL SKILLS

Adobe: Illustrator, Photoshop, InDesign, After Effects and Premiere Pro.
Other tools: Figma, Google Web Designer (basic HTML5) and AI tools for creative production.
Specialties: visual identity, editorial design, print layout, social media design and web graphics.
Digital: UX/UI, responsive design, social content, digital marketing and landing pages.

LANGUAGES

Spanish: native | Italian: B1 | English: B1 reading and listening