



DANIELE PRATI

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AREAS OF EXPERTISE

Design *

Art Direction
Graphic Design
Visual Design
Illustration (both digital and traditional)
Books & Publishing Design
Web Design

Web *

Front End Development
CMS (Wordpress and others)
Front End Frameworks and Tools
Responsive Design
Digital Content Creator
Web Development

Content *

Copywriting
Storytelling and Creative Writing
Editing and Proofreading
Photo and Videography
Multi-Platform Content Creation
Content Strategy

* Extended online CV and résumé at
www.danieleprati.com/bluinfaccia
Portfolio and projects showcase at
www.danieleprati.com/portfolio

EXPERIENCE

2020 **FREELANCE** | Location independent - *remote work*
2017 **Multidisciplinary projects**

Implementation or collaboration to commercial, personal and *pro bono* projects. Involved as **web developer**, **designer** or **content creator**, depending on the project's nature.

2017 **Q GROUP** | Rimini - *Italy*
2016 **Chief Web Officer**

In charge of the entire agency web presence. Design and management of the flagship website while creating contents and developing websites for clients (mostly CMS based).

2016 **YYKK** | Cesenatico (FC) - *Italy*
2012 **Front-End Development and Graphic Design**

Mostly front end implementation of proprietary CMS and some Wordpress. Graphic design and branding for both printed and digital media.

2011 **FONDAZIONE ISEC** | Sesto San Giovanni (MI) - *Italy*
2008 **Communication Manager**

Creation, promotion and enhancement of all contents. Development of special projects for the web. Editing and curating of the editorial series. Coordination and lecturing for creative writing courses.

2008 **A&P EDITING** | Milan - *Italy*
2007 **Internship in editing**

Internship as publishing editor. Proofreading and editorial layouts for publishing products.

EDUCATION

2011 **CFP BAUER** | Milan - *Italy*
2010 **Advanced Course: Web Design and Graphical Solutions for the Web**

2007 **F.ZIONE ARNOLDO E ALBERTO MONDADORI** | Milan - *Italy*
Master's Degree: Book Publishing Editor with Knowledge of Digital Technology

2006 **ALMA MATER STUDIORUM** | Bologna - *Italy*
2003 **Bachelor's Degree: Communication Science**
(Final elaborate in Film Semiotics)

2002 **SCUOLA HOLDEN** | Turin - *Italy*
2000 **Biennial Master: Storytelling Techniques.**
Creative Writing, Playwriting and Screenwriting