

DANIELE PRATI

MULTIDISCIPLINARY DESIGNER
AND CONTENT CREATOR

RESUME

LOCATION INDEPENDENT
/ REMOTE FREELANCE

web danieleprati.com
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DESIGNABLE CONTENTS BY AREA OF APPLICATION

WRITTEN

Advertising Copywriting ~ Storytelling
~ Content Marketing ~ Editing and Writing in both
Digital and Analog Environments

VISUAL

Images ~ Videos ~ Photos ~ Illustrations
~ Graphic Concepts ~ Infographics

OTHER DIGITAL CONTENTS

Concept Design and Digital Illustrations
~ Ebooks ~ Animations ~ Motion Graphics
~ Data Visualizations

PRINT

Marketing Materials ~ Posters ~ Merchandising
~ Publication Design ~ Branding Stuff

HYBRID

Original Contents by Mixing Skills and Sources

Updated Projects Portfolio at
danieleprati.com/projects

MULTIDISCIPLINARITY CONTENT ~ DESIGN ~ WEB

Content Strategy
Storytelling and Creative Writing
Editing (Digital and Analog)
Copywriting
Art Direction
Graphic Design
Photography and Photoediting
Motion Design
Videography
Digital and Traditional Illustration
Frontend Development
Web Design (Code or CMS)

EXPERIENCE 2007-2022

Location Independent / Remote Work

Freelance for commercial, personal and pro bono projects.
Involvement depending on the project's nature.

Q GROUP - Rimini, Italy

Chief Web Officer. Design, management, and contents'
creation for clients websites (mostly CMS based).

YYKK - Cesenatico (FC), Italy

Front-end development and graphic design for both print
and web.

FONDAZIONE ISEC - Sesto San Giovanni (MI), Italy

Communication Manager. Development of special projects
for the web. Editing of the editorial series. Lecturing at
creative writing courses.

A&P EDITING - Milan, Italy

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

EDUCATION 2000-2011

CFP BAUER - Milan, Italy

Advanced Course: *Web Design and Graphical Solutions for
the Web.*

FONDAZIONE ARNOLDO E ALBERTO MONDADORI - Milan, Italy

Master's Degree: *Book Publishing Editor.*

ALMA MATER STUDIORUM - Bologna, Italy

Bachelor's Degree: *Communication Science.*

SCUOLA HOLDEN - Turin, Italy

Biennial Master: *Storytelling Techniques.*

Extended Online CV at
danieleprati.com/bluinfaccia