Matteo Iafrate

Content designer

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I'm a 24-year-old designer from Italy with a background in UX/UI, branding, and motion design.
I believe design is a tool to connect people, stories, and ideas, across screens, spaces, and experiences.

I've worked on national platforms like RaiPlay and supported creative campaigns for agencies and studios, blending strategic thinking with visual storytelling. Whether it's a digital interface or a brand identity, I approach each project with curiosity, clarity, and care.

Work experience

UX/UI Designer
Rai – Radiotelevisione Italiana S.p.A. | Dicember 2024 - actual - hybrid

At RaiPlay and Rai Digital, I design user-centric experiences across web and mobile platforms, with a strong focus on accessibility and seamless navigation. I develop wireframes, high-fidelity prototypes, and contribute to the evolution of Rai's design system, collaborating closely with developers, product managers, and content strategists. Through data-informed UX analysis, I help optimize the digital customer journey for millions of users across Italy.

Graphic & Motion Designer
Rai – Radiotelevisione Italiana S.p.A. | April 2023 - December 2025 Rome, Italy

As part of the editorial design team, I created visual and motion assets for national news broadcasts and Rai's digital ecosystem. I translated journalistic content into dynamic and accessible visuals, supporting engagement during breaking news, special coverage, and live events. My work aligned with RAI's brand guidelines while ensuring clarity, speed, and emotional impact across digital formats.

Communication Specialist
TEDxIsola del Liri | February 2025 – April 2025 - Isola del Liri, Italy

Led the creative direction of the event's visual identity, designing all communication materials across digital and print. I developed a cohesive storytelling approach, aligning graphics, social media content, and campaign visuals to TEDx's core themes. I collaborated with speakers, curators, and local press to maximize visibility and coherence in brand communication.

Tutor for middle school students
Lazio Innova | April 2023 - May 2023 - Rome, Italy

Guided students in developing startup projects within Lazio Innova centers, emphasizing product design and visual identity. Organized an exhibition at the MAXXI to showcase student achievements.

Enhanced students' understanding of product design and visual identity. Demonstrated strong organizational skills by planning and executing the exhibition.

Art Director intern
Marimo | February 2023 – April 2023

Supported the development of creative campaigns for product and packaging, from concept to execution. I proposed and refined visual ideas for social media, digital activations, and packaging. Working in cross-functional teams with copywriters, strategists, and clients, I helped translate brand values into bold and visually striking deliverables.

Graphic Designer
Studio Grafico MC | July 2018 – Mar 2023 - Isola del liri, Italy

Designed and executed multi-channel campaigns for small businesses and local brands, covering everything from visual identity to social content. I led end-to-end creative processes—from client brief to final artwork—enhancing brand awareness and positioning. Collaborated with marketing consultants to ensure strategic coherence in every visual touchpoint.

Education

MA in Systemic Design for Communication
ISIA | 110 cum laude 30/08/2022 - 27/10/2023 Rome, Italy

Relevant courses: Art Direction, UI/UX, Motion Design, Brand Strategy

Graphic design
Accademia di Belle Arti di Frosinone | 110 cum laude 01/10/2018 – 29/09/2021 Frosinone, Italy

Relevant courses: Graphic Design, Illustration, Advertising, Web Design

Graphic design
High School Graphic Design Artistico Anton Giulio Bragaglia. | 01/10/2013 – 29/09/2018 Frosinone, Italy

Software

Creative Suite: Illustrator, Photoshop, Lightroom, InDesign, After Effects, Premiere Pro, Blender

UI/UX & Prototyping: Figma, Adobe XD

Coding & Web: HTML, CSS, JavaScript (basic), Arduino, Processing & p5.js,

AI and New Technologies: Photoshop Ai, Adobe Firefly, Chatgpt, Copilot, DALL·E, Midjourney, Luma AI

Language

Italian - Native
French - Basic
English - Advanced

Interest

Sports, travel, photography, and drawing

My portfolio

https://matteoiafrate.design