

Matteo Iafrate

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28/07/1999 - Italian

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Portfolio: https://matteoiafrate.design

I am a designer with experience in branding and motion design. Passionate about creating effective visual experiences, I continuously seek new challenges to refine my skills. My goal is to contribute to innovative and impactful projects, combining creativity and strategy to craft solutions that tell unique stories.

Designer

Motion Designer

Graphic Designer

UX/UI Designer

Art Director

Social Media Manager

Experience

Rai - Graphic and Motion designer

17/04/2023 – CURRENT Rome, Italy

In this role, I managed the production of graphic content for the news department, collaborating closely with teams to create customized formats, storyboards, TV intros, and interactive graphics for live broadcasts.

- Demonstrated the ability to work under pressure and meet tight deadlines.
- Fostered effective collaboration with professionals from various disciplines, ensuring cohesive and high-quality output.

MARIMO - Art director assistant

11/02/2023 – 28/04/2023 Rome, Italy

Collaborated in the creation of advertising, branding, and promotional campaigns, contributing to the development of creative solutions. Assisted in the design and production of mockups, sketches, and graphic materials for packaging and marketing promotions, ensuring consistency with brand identity and campaign objectives.

- Worked closely with the team during design sprints to develop identity projects and refine visual concepts.

Lazio Innova - Tutor for middle school students

09/04/2023 – 12/05/2023 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.

Studio Grafico MC - Graphic Designer

02/03/2018 – 29/10/2022 Isola del Liri, Italy

As a Graphic Designer at Studio Grafico MC, I collaborated with marketing agencies to create social media formats and captivating web content. My focus was on branding, advertising, and motion design for online video production, contributing to visually engaging campaigns and content aligned with the target audience.

- Developed social media formats and web content in collaboration with marketing agencies.
- Specialized in branding, advertising, and motion design for online video production.
- Contributed to visually engaging campaigns tailored to the target audience.

Education

MA in Systemic Design for Communication ISIA

30/08/2022 – 27/10/2023 Rome, Italy

Modules include: Art direction, Web design, user interface, user experience, Interaction design, Motion design

BA in Graphic Design Accademia di Belle arti di Frosinone

01/10/2018 – 29/09/2021 Frosinone, Italy

Modules include: Graphic design, Illustration, Web design, ADV

High School Graphic Design Artistico Anton Giulio Bragaglia.

01/10/2013 – 29/09/2018 Frosinone, Italy

Courses

ICDL

11/06/2011 – 11/06/2013

International computer Driving Licence - AICA

Software

Illustrator, InDesign, Photoshop, Lightroom, After Effects, Premiere Pro, and XD, Figma, Keynote, Final Cut Pro, Blender, Arduino, Processing & p5.js, HTML, CSS, jQuery, and JavaScript

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

Interests

Drawing and painting - Photography
Traveling - Gym - Swimming

Language

Italian - mother tongue
English - Advanced
French - Basic