

LAURA GELONESI

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I'm fascinated by the synesthesia of digital experiences and I strongly believe in the cross-contamination of the senses that affects the creative process.

Visual communication is my food and I trust in the everlasting link between music, arts, fashion and cinema.

EDUCATION

MA Design and Visual Communication 2014
University Institute of Venice - Italy - 2017

BS Communication 2011
University of Padua - Italy - 2014

COURSES

Events and Fashion & Luxury Goods Management
European School of Economics of London (ESE) 2019

Experience Design - from Research to Prototype
Advanced Training Course at Politecnico of Milan (Poli.Design) 2018

SOFTWARE SKILLS

Sketch
Invision
Indesign
Illustrator
Photoshop
Premiere
After Effect
Wordpress
Logic ProX
Blender
Microsoft Office

AREA OF INTEREST

Fashion & Luxury
Music
Cinema
Design and Visual Art
Travel

WORK EXPERIENCES

Showroom Coordinator Present
- Jan 2021

Max Mara Ltd. - London

Managing Showroom along with the Showroom Manager; Overseeing a team of 7 interns; Setting up for selling campaign (rotation of 16 collections, 9 rooms) for selling campaign, press day, staff-trainings and special events; Setting up and managing the showroom agenda - Buying Appointments/Meetings/Walk throughs (over 400 accounts per season UK and EIRE); Managing supplies, repairs of the facility - Negotiating Contracts, Tracking Budgets; Supporting with IT issues; Dealing with clients' queries - Logistics, Faulty garments, Deliveries and general queries.

Mar 2020
- Oct 2019

Visual Merchandiser

Max Mara Ltd. - London

Regular store visits across London department stores; Supporting with VM of shop-in-shops; Assisting in showroom set-ups for selling campaigns and press days; Responsible for making Training Books and Visual Presentations, Had hoc showroom activities.

Nov 2017
- Mar 2019

User Experience & Service Designer

Digital Entity a Design Studio @ NTTData - Italy

Working within an interdisciplinary design team to plan, visualise and define new user and service experiences; Managing research activities (research strategy, ethnographic based user research, UX research); Designing system mapping, customer journeys, scenarios and service specifications; Analysing data and generating behavioural patterns; Designing functional wireframes and prototyping of interfaces; Organising workshops with heterogeneous groups of clients and stakeholders; Working closely with developers; Creating presentations and design strategy documentations; Translating requirements into style guides, design systems and design patterns.

OTHER EXPERIENCES

Communication Designer and Event Coordinator Nov 2015
- May 2016

Time Records - Italy

From event concept and branding to event experience - Responsible for overall management of events including space reservations, catering, any audio/visual needs; Integrated online-offline communication design; Communication strategy planning; Creation of editorial contents

Dec 2014
- Apr 2015

Communication Designer

SpazioFMG per l'Architettura a Cultural Gallery - Italy

New Corporate Identity - Developing the relationship between the viewer and visuals; Responsible for Brand Management, Visual Design and Exhibition Design. The new corporate identity of SpazioFMG was officially presented to the public at Iris Ceramica and FMG Fabbrica Marmi e Graniti's gallery in Milan during the week of Fuorisalone 2015.