GIULIA BICHELLI
GRAPHIC & BRAND DESIGNER
PACKAGING, VISUAL SYSTEMS & E-COMMERCE

10119 Berin | giuliabichelli@gmail.com | +49 176722891113 | **www.giuliabichelli.com**

Graphic & Brand Designer with 10+ years of experience in brand identity, packaging and visual communication. Specialized in building consistent visual systems for products and small brands, from concept to production-ready execution. Strong focus on visual assets for e-commerce and marketing, packaging and labels compliant with EU regulations (CLP).

SKILLS

- Brand identity & visual systems
- Packaging design (print & production-ready files)
- E-commerce and digital graphics

- Product artwork & labels
- Visual consistency across print and digital
- Commercial and promotional materials

PROFESSIONAL EXPERIENCE

GRAPHIC & BRAND DESIGNER (FREELANCE)   Jan 2024 - Present
- Designed brand assets, packaging, labels and promotional graphics for multiple clients
- Created company profiles, presentations and marketing materials aligned with brand guidelines
- Designed and maintained websites and digital visual assets
- Ensured visual consistency across print and digital touchpoints

GRAPHIC & BRAND DESIGNER - YOLEE & ECO FOR REAL   Jul 2019 - Dec 2023
- Designed brand identity and visual assets for a home-care product line
- Developed packaging, labels and product artwork compliant with EU regulations (CLP)
- Created print-ready files for production and packaging
- Designed visual assets for B2B and B2C e-commerce, trade fairs and promotional materials
- Ensured visual consistency across products, packaging and marketing channels

GRAPHIC & DIGITAL DESIGNER - IBT SRL   Jul 2014 - Dec 2018
- Produced graphic and digital content for commercial and online promotion
- Designed visual materials for product catalogues and home automation systems

EDUCATION

Google UX/UI Design Certification   Jan 2025
Google Digital Academy

Master's Degree in Law   May 2007 - May 2014
Law University - Parma, Italy

TOOLS

- **Design:** Adobe InDesign · Illustrator · Photoshop · Canva · Figma
- **Production & Digital:** Print-ready files (PDF/X) · Shopify · WordPress · Prestashop

ADDITIONAL INFORMATION

- **Languages:** Italian (Mother tongue), English (C2), German (A2/B1), Spanish (B1).