



Giulia Bichelli

Digital & Product Designer

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Skills

- Brand identity, packaging and product artwork
- UX/UI Design (Google UX/UI Design Certification)
- Design and launch of a B2B and B2C e-commerce platform
- Graphic and digital content for commercial and online promotion
- Support to digital activities and online presence for companies

Tools

- **Design & content:** Figma · InDesign · Canva · Jotform · Miro
- **Web & e-commerce:** Prestashop · Shopify · WordPress · Elementor · HTML/CSS
- **Marketing & CRM:** Hubspot · Brevo
- Productivity: Google Suite

Languages

- Italian – Mother tongue
- English – C1
- German – A2
- Spanish – A2

Education

Master's Degree in Law

University of Parma
01/2007 - 01/2013, Parma, Italy
Master's Degree in Law - 5 years

Google UX/UI Design Certification

Coursera
01/2025 - 01/2025, Remote
Google Digital Academy

Passionate Digital & Product Designer with 10 years of experience. Ready to help companies enhance their online presence through effective design solutions.

Work experience

Freelance Consultant A21 Consulting

12/2024 - Present, Berlin, Germany
Company of training programs, consulting, and individual or group mentoring.

- Provided operational support for A21 Consulting's digital activities.
- Supported the launch of the EnneaTest® platform.
- Created and launched the company websites a21consulting.com and mirkoveratti.com.

Founder & Product Designer Eco For Real

09/2020 - 12/2024, Verona, Italy
Yolee's own home-care brand offering vegan, plastic-free cleaning products.

- Created packaging, brand identity and product artwork.
- Managed the launch of digital materials and product creatives.
- Increased revenue by 60% through participation in trade fairs and targeted social activities.

Founder & Digital Designer Yolee

07/2019 - 12/2024, Verona, Italy
Italian distributor of European personal & home care brands—vegan & plastic-free.

- Designed and launched the B2B and B2C e-commerce platform.
- Scaled wholesale distribution to 150 clients, including some of Italy's leading eco-bio e-commerce platforms.
- Generated annual revenue > €200,000 in the first two years after launch.

IT & E-Commerce Specialist IBT Srl .

06/2014 - 12/2018, Verona, Italy
Family-owned Italian distributor of electrical equipment - annual revenue > €1,000,000

- Designed and maintained the B2B portal with ERP integration, contributing to a 35% increase in dealer orders.
- Produced graphic and digital content for commercial and online promotion.
- Developed and installed home automation systems for residential.