VALERIA SCALIA

Graphic Designer

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PROFILE

Graphic Designer with experience in brand identity, editorial design, and visual communication — with a particular focus on healthcare. I put enjoyment at the centre of my design process: even on the most technical or repetitive tasks, I find ways to stay curious and keep the joy of making things alive. My work includes full brand identity systems, published book layouts, and print and digital event materials, always taken from first concept through to final production. Open to studio, agency, or remote work.

EXPERIENCE

Graphic Designer – Freelance

Tricologia Oncologica – Florence | *2024 – 2026*

- Full ownership of the organisation's visual identity, from logo design to complete brand identity development
- Creation of event materials including brochures, roll-ups, and infographics, both print and digital
- Management of website graphics and Instagram content
- Event photography and post-production for institutional communications

Graphic Designer – Freelance

Società Italiana di Tricologia (S.i.Tri) – Florence | *May–Jul 2025*

- Full editorial layout and cover design for the published book “La testa nella pancia: Il microbiota in tricologia”
- Published with ISBN 978-88-945391-4-1
- Independent management of the typographic layout for print production

Graphic Design Internship

Mirror Digital Agency – Florence | *Jul–Aug 2023*

- Assisted in graphic production across multiple client projects
- Created moodboards and conducted visual research
- Worked with 3D software including Cinema 4D, Redshift, and XParticles

Medical Secretary & Studio Coordinator

Studio Medico Dott. Bini – Florence | *2020 – 2026*

- Operational coordination of two medical practices, including full management of schedules and appointments
- Patient-facing reception and relationship management in a healthcare environment
- Organisational support during professional training days for medical staff, including logistics and hospitality coordination
- Invoice processing and administrative management
- Trained and onboarded the replacement hire upon departure

EDUCATION

Bachelor's Degree in Graphic Design — First Class Honours (110/110 cum laude)

Accademia Italiana – Florence | *Oct 2021 – Jan 2025*

Classical High School Diploma (Liceo Classico)

Liceo Michelangiolo – Florence | *2009 – 2016*

SKILLS

Software

Adobe Creative Suite — Photoshop, Illustrator, InDesign, Lightroom, Bridge (3+ years)

Procreate (3 years) · Cinema 4D, Redshift, XParticles (beginner) · Figma (beginner) · Canva · DaVinci Resolve (beginner)

Design

Brand identity · Editorial design · Layout & typography · Packaging · Event materials · Social media design · Photography & editing · 3D modelling & rendering

Languages

Italian — native · English — C2

Certifications

CPR · Safety on workplace · Driving licence (B)