

MY MISSION

I'm a **visual designer** and my range of action spreads from the **graphic design** to **web** and **UX/UI development**, with a strong experience in **film** and **visual marketing project development**.
I also managed people as **art director** in industrial and graphic design projects.



FULVIO MARTELLO

SENIOR VISUAL DESIGNER AND VIDEO MAKER

Piazza Alessandro Volta 25 - 22100 Como - ITALY
+39 347 1385875 / +41 76 6906278
VAT IT / P.IVA 03658980135
fulviomartello@gmail.com / info@fulviomartello.com - www.fulviomartello.com

born in: Savona, Italy, 23rd January, 1981
citizenship: Italian
hobby + interests: music / filming / photo / design / drawing / cooking
sports: running / skiing / swimming / hiking

EDUCATION

2010 Ph.D. in Design

Università degli Studi di Genova

Th: "The audiovisual project for the fruition of cultural heritages from learning instrument to experience place"

Film production and graphic for the events produced by the Design dept.

Didactic support: Ergonomics, Design, Sociology, Videographic and multimedia representation, also in English for foreign students.

2009 Practicum Exchange Program

College of Fine Arts, UNSW, Sydney

2006 M.A. in Design

Università degli Studi di Genova - Ev: 110/110 L

Th: "The documentary as a research project - A movie approach to communicate the National Research for cultural heritage"

2004 B.A. in Design

Università degli Studi di Genova - Ev: 110/110 L

Th: "Walkin' 'bout, design of concept"

2000 High School - Physic and IT background

Liceo Scientifico Statale "A. Issel", Finale Ligure - Ev: 77/100

IT SKILLS

Mac / Windows / Productivity	●●●●●●●●
Adobe Creative Suite	●●●●●●●○
Video editing suites	●●●●●●●○
AutoCAD / 3DSMAX / Rhinoceros	●●●●●●○●
HTML / CSS / PHP	●●●●●●○●
Wordpress / Mass mailing / SEO	●●●●●●○●

SKILLS

Graphic design	●●●●●●●●
Industrial design	●●●●●●●○
Film and photo shooting	●●●●●●●○
Teamwork and project management	●●●●●●●○
UX/UI and digital signage design	●●●●●●○●
Teaching	●●●●●●○●
Marketing vision	●●●●●●○●

LANGUAGES

Italian (mothertongue)	●●●●●●●●
English	●●●●●●○●
German	●●●●○●○●
French	●●●●○●○●

**What is genius?
It is fantasy, intuition,
decision and execution
speed.**

(Philippe Noiret, "My friends", 1975)

I AGREE TO THE TREATMENT
OF PERSONAL AND PROFESSIONAL DATA
IN THIS DOCUMENT FOR HUMAN RESOURCES
SELECTION ACTIVITIES.

(portrait by Veronica Cirella)

RECURRING CO-OPERATIONS / MAIN ACTIVITIES

2019 > today

Videomaker / Photographer / Live Reporter

BFC | Milan, Italy | Media producer and broadcaster

LiveGP | Milan, Italy | Live streaming for motor sports

2017 > today

Videomaker / Photographer / Live Reporter

SOCIAL REPORTERS | Milan, Italy | Live Brand Journalism

2015 > today

Project manager / Graphic-web-ux designer / Strategy support

OBERON MEDIA S.R.L. | Milan, Italy | Media Representative Agency

JETLAB S.R.L. | Como, Italy | Information Technology

2005 > today

Videomaker / Cameraman

MAC MOVIE / CLAUDIO MACCAGNO | Genoa, Italy | Film maker and director

2019

Graphic Designer / Videomaker

ACHAB S.P.A. | Milan, Italy | Software.

2017 > 2018

Packaging-Web-Ux designer

WHIRLPOOL EMEA | Milan, Italy | Home Appliance

2016

Graphic-web-video Designer

ALCHEMY LAB | Roveredo, Switzerland | Web and communication farm

ETSENG S.P.A. - SEA AEROPORTI S.P.A. | Milan, Italy | Engineering and Airport development

2010 > 2015

Art director / Marketing support

PRIMEUR SUISSE S.A. | Lugano, Switzerland | Information Technology

Development of the **visual communication** (web, printed, film) according board needs.

UX/UI co-operation with labs for middleware and customer tailored solutions.

Sales support, event management, marketing campaigns. Customer support.

2010

Responsible mountain sports dept

DECATHLON ITALIA S.R.L. | Genoa, Italy | Retail of sport apparels

Budget and sales management of the Mountain sports dept in the Genoa 434 Store,

coordinating 10+ people. HR Management.

OTHER FREELANCE PROJECTS

FILM

Azioni Privilegiate

Care System

CartOrange

Danae Project

Ecodry Italia

Ellequadro Events

Federico Freni

JV Design / Idea System

NC Progetti

Ondina Biodynamic Space

Palma & Vannicola

PM Movies

STA Italia

Yacht Club Italiano

PHOTO

Azione

NC Progetti

Pied dans l'eau

PM Movies

Simona Olivetti Eventi

Verdi Ambiente Società

VISUAL

FCA LITHOSTAR

JetLab

NC Progetti

Oberon Media

Palma & Vannicola

WEB/UX

Adelasia di Torres / DHL Yachting

Colpadistella.com

iWiz

JetLab

Oberon Media



^ Barack Obama filmed at the "Seeds and Chips" meeting for Social Reporters - 2017



^ Backstage of the Virtual Live Band for PM Movies 2019



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**Sometimes, there's so much beauty
in the world - I feel like I can't take it,
like my heart is just going to cave in**

(Wes Bentley, "American Beauty", 1999)

1. cut this quote / 2. bend above along dotted line ^ / 3. put on your desk / 4. enjoy your day!