ANAGABRIELABO.COM ↗ BOANAGABRIELA@GMAIL.COM

Ana Gabriela Bo / Milan

Graphic & Motion Designer / Art Director **with 5+ years of experience across in-house teams, agencies and startups. I work across social content, brand communication, motion and AI-assisted visuals, from concept to final assets.**

EXPERIENCE

↘ GRAPHIC & MOTION DESIGNER / ILIAD
MAY 2025 – PRESENT / MILAN

→ Develop visual concepts and assets for iliad's **360° communication: print, digital, video, landing pages and retail.**
→ Work closely with a **copywriter** on **social content,** from concept to final production.
→ Produce **static, motion and AI-assisted visuals** across formats.

↘ GRAPHIC DESIGNER / MONKS
OCT 2024 – MAY 2025 / MILAN

→ Crafted **digital campaign** and **DEM assets** for **international clients.**
→ Adapted visuals **across formats** while **keeping them consistent** with brand guidelines.

↘ JUNIOR GRAPHIC DESIGNER / WESCHOOL
JUL 2021 – SEP 2024 / MILAN

→ Worked as the visual lead on **social content,** in close collaboration with a **copywriter.**
→ Designed **visual identities** and communication assets for **educational projects,** including dedicated landing pages built using website builders.
→ Created digital and presentation materials across different channels.

↘ INTERN GRAPHIC DESIGNER / PRIMEPHONIC
JAN – JUL 2021 / AMSTERDAM, REMOTE

→ Worked with **visual identity** and **illustration guidelines** for a classical music streaming service, now part of **Apple Music.**
→ Designed **app touchpoints, social media** content and **digital campaign** assets.

↘ INTERN GRAPHIC DESIGNER / QUATTROLINEE
SEP – DEC 2020 / TURIN

→ Supported **Posto Giusto Per,** a t**actical urbanism project,** through visual research and production.
→ Helped with **Graphic Days Festival** setup and on-site communication materials.

↘ SELECTED BRANDS & CLIENTS
NIKE · VODAFONE · TECHNOGYM · AMPLIFON · QUALCOMM · NEWCLEO · INTESA SANPAOLO · BOCCONI

EDUCATION

↘ MASTER IN GENERATIVE AI FOR CREATIVITY / TALENT GARDEN
OCT – DEC 2025 / MILAN

↘ MASTER IN ART DIRECTION / IED, IN COLLABORATION WITH DUDE
NOV 2023 – MAY 2024 / MILAN

↘ MASTER IN MOTION DESIGN / IED
MAY – JUL 2022 / MILAN

↘ BACHELOR'S DEGREE IN DESIGN AND VISUAL COMMUNICATION / POLITECNICO DI TORINO
OCT 2017 – DEC 2020 / TURIN

↘ STUDY ABROAD SEMESTER / ELISAVA
SEP 2019 – MAR 2020 / BARCELONA / ERASMUS SCHOLARSHIP

AWARDS

↘ D&AD NEW BLOOD AWARDS / GRAPHITE PENCIL
MAY 2024 / IED / GROUP PROJECT "SWAP ON"

↘ MODENA UNESCO CREATIVE CITY LOGO CONTEST / SECOND PLACE
JAN 2021

SKILLS

↘ DESIGN TOOLS
ADOBE ILLUSTRATOR · AFTER EFFECTS · PHOTOSHOP · INDESIGN / ADVANCED
ADOBE PREMIERE · FIGMA · FRAMER / INTERMEDIATE
GENERATIVE AI · MIDJOURNEY · NANO BANANA · KLING / ADVANCED

↘ LANGUAGES
ITALIAN / NATIVE · **ENGLISH** / FLUENT · **SPANISH** / FLUENT · **FRENCH** / INTERMEDIATE