

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 and retail.
- Work in creative pair with a **copywriter** on **social content**, from concept to final production.
- Produce **static, motion and AI-assisted visuals** across formats.

↘ JUNIOR 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**.
- 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 **tactical 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