Davide Melis
Curriculum Vitæ et Studiorum

magmaedia

+44 (0)798 3946919
davide.melis@magmaedia.com
www.magmaedia.com

62 Swanfield st.
London, E2 7DS

Profile

Since graduating from the "Politecnico di Milano" with a degree in Multimedia communication design, I have worked as a web designer and freelancer for several agencies in Milan, Italy. My position allowed me to learn a great deal about how to listen to the needs and ideas of the wide variety of clients.

I focus on the design and front-end development of websites particularly enjoying the Flash based creations. I recently moved to London to seek the opportunity to work within a team of experienced professionals and continue to develop my skills and improve as a visual communicator.

Experience

In agency roles

Extra – Milan Web designer, Flash designer and developer *(March – July 2006)*
www.extra.it
Member of the creative team
Contributing to the creation of web sites, web advertising and brochures for various clients
Understanding of marketing strategy and custom hi-level IT back-end solutions
Working to tight deadlines

Tube – Milan Jr. Web designer, Flash designer and developer *(March 2005 – March 2006)*
www.tube.it
Understanding web agencies' workflow
Streamlining the web production flow, among all professional roles
Contributing to the design of web sites both in Flash and HTML/CSS

Manager.it – Milan Intern web designer *(May – August 2003)*
www.manager.it
Study and development of the website interface

Freelance experiences

PLACE *(October – December 2006)*
www.placeonline.us
This project was done for a Minneapolis based charity organization. I worked in collaboration with the illustrator Silvia Bartoli to create and developed the flash interface and back end.

Apricotonline *(September 2006)*
www.apricotonline.com
Creative direction, website design and development for the corporate website of this P.R. Agency

V-shop *(March – August 2006)*
www.v-shop.it
Project managing, designing and development (in collaboration with naftanet.it) of the e-commerce website for fitness and sport products.

Sazacat portfolio *(April 2006)*
www.sazacat.net
Personal portfolio I created for the illustrator Silvia Bartoli

Aigo - Milan *(December 2005 to July 2006)*
www.aigo.it
Flash designer and animator. I developed for this tourism-targeted agency a series of web advertising campaigns and made promotional materials for Mauritius Tourism, Tahiti Tourism and Starwood hotels

Manager.it - Milan *(September 2004 to present)*
www.manager.it
After my internship I continued collaborating with manager.it by developing various projects, including identity, web banner campaigns and development for the GigaMail service. I also worked in the print advertising and the redesign of their new website.

Freelance achievements

During my freelance experience I learned how to deal and manage project. This helped me to understand how to work with diverse clients, adapting to different needs and budgets. I often planned and developed websites using the XHTML/CSS table less and semantical approach. I then applied these techniques to web advertising strategies by experimenting with various cutting edge driven interfaces. I also made sure to always respect the technical limitations and deadlines.

Acknowledgements and recognitions

From its official launch during last year's "May 1st Reboot", Silvia Bartoli's online portfolio "www.sazacat.net" had won numerous design and web awards. Her site featured on websitedesignawards.com, e-creative.net and in the Issue n°5 of newwebpick e-magazine. She also received the "Site of the day" award from Favourite Website Award (FWA).

Education

University: **Degree in Multimedia communication design** *(1998 – 2004) (100/100 cum laude)*
Politecnico di Milano (www.polimi.it)
Development of multimedia authoring skills
Development of the team working attitude and communication skills
Development of visual and interactive communication skills
Degree project: study and prototype of a web system targeted to enhance and improve the transparency of a local administration through the utilization of the Internet.

High School: **Maturità Scentifica (Scientific High School diploma)** *(60/60)*
Liceo Scientifico "Giorgio Asproni" in Iglesias.

Skills

Languages: Italian: Mother tongue
English: Fluent written and spoken

Knowledge: Graphic and web design, **typography and layout, pre-production and planning, usability and navigation, photography, video editing, server side working knowledge**

Technical: Adobe Creative suite and Macromedia Studio packages, including OOP ActionScript 2, Adobe Premiere, Macromedia FreeHand and Adobe After Effects.
Hardware setup and maintenance (Windows and Apple platforms)

Interests and Hobbies

Listening and playing music
Visual Arts and photography
Videogames
Travelling

Personal Profile

I have always been thrilled by the potential of human-machine interaction and how it affects our everyday life. Studying and working in the field of the Internet and new media has led me to explore this in various ways, amongst them: problem solving, usability, aesthetics and interactivity.