

# *Curriculum Vitae*

*Caselli*

GRAPHIC DESIGN SINCE 1999



## PERSONAL INFORMATION

First name / Surname	Alessandro Caselli
Address	23b, Triq il Gojgin, Kappara – San Gwann, Malta, Europe
Mobile	00356 79707457
E-mail	alessandcaselli@gmail.com or info@casellidesign.com
Linkedin profile	mt.linkedin.com/in/alessandrocaselli
Online portfolio	casellidesign.com
Nationality	Italian / Maltese
Date of birth	12 <sup>th</sup> February 1979
Gender	Male
Marital Status	Married

## DESIRED EMPLOYMENT / OCCUPATIONAL FIELD

Senior Graphic Designer /  
Creative Director

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SGN4212 Malta  
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info@casellidesign.com  
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## ABOUT / INTRO

With over 2 decades of experience as a Graphic Designer & Creative Director had the opportunity to create some well-known brand identities & marketing campaigns for blue-chip clients for both the Maltese and international markets from the banking and financial sectors such as Bank of Valletta, Valletta Funds Management, Finance Malta, Middlesea/Mapfre insurance, Business First and others from the food and beverage industry such as Nestle, Unilever, Farsons, Kinnie plus other international and local brands in the fashion and aesthetics world.

After pursuing my studies at the MCAST Institute of Art and Design, I joined various leading creative marketing agency in Malta where I specialized in Branding and Identity, Graphics and Concept Design, Advertising & Art/Creative Direction, Web Design and Social Media with a sound knowledge in the printing/ digital production and creative process.

## SOFTWARE USED

### Adobe Creative Cloud

Indesign | Photoshop | Illustrator | Adobe XD

### UX/UI Design Software

Figma | Wordpress

### Microsoft Office Suite

Word | Excel | PowerPoint



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## WORK EXPERIENCE

### DATES

Name and address of employer  
Type of business or sector  
Occupation or position held

May 2017 - to date  
**The Concept Stadium** | [conceptstadium.com](http://conceptstadium.com)  
Marketing Agency  
Creative Director / Senior Graphic Designer

### DATES

Name and address of employer  
Type of business or sector  
Occupation or position held

April 2017 - to date  
**Caselli Design** | [casellidesign.com](http://casellidesign.com)  
Advertising and Marketing Studio  
Freelance Creative Director / Senior Graphic Designer

### DATES

Name and address of employer  
Type of business or sector  
Occupation or position held

October 2013 - March 2017 (3 years 6 months)  
**JP Advertising Ltd an MPG affiliate** | [jpa.com.mt](http://jpa.com.mt)  
Advertising and Marketing Agency  
Creative Director

### DATES

Name and address of employer  
Type of business or sector  
Occupation or position held

January 2003 - October 2013 (10 years 10 months)  
**JP Advertising Ltd an MPG affiliate** | [jpa.com.mt](http://jpa.com.mt)  
Advertising and Marketing Agency  
Senior Graphic Designer / Team Leader

### DATES

Name and address of employer  
Type of business or sector  
Occupation or position held

March 1999 - December 2002 (3 years 10 months)  
**Executive Services Ltd**  
Publishing and Marketing Agency  
Graphic Designer

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## EDUCATION & TRAINING

**1998 - 2002**

Title of qualification awarded  
Principal subjects covered

### **Post Secondary Education**

Art & Design Centre Valletta (MCAST) - (Malta)

### **Diploma in Graphic and Industrial Design at MCAST**

Graphic Design, Industrial Design, Photography

**1997 - 1998**

Title of qualification awarded  
Principal subjects covered

### **Post Secondary Education**

Higher School Naxxar (Malta)

### **O' levels: English Language, Italian, Mathematics, Art, Technical Design, Computer Studies**

English Language, Italian, Mathematics, Art, Technical Design, Computer Studies

**1995 - 1997**

Title of qualification awarded  
Principal subjects covered

### **Post Secondary Education**

Targa Gap School for Arts (Malta)

### **A two year course in Graphic Design at Targa Gap**

Graphic Design, Computer Graphic, Photography, Art, Jewellery

**1991 - 1993**

Title of qualification awarded

### **Secondary Education**

Convitto "M. Cutelli" Catania (Italy)

### **Licenza Scuola Media Italiana**

**1986 - 1991**

### **Primary Education**

Convitto "M. Cutelli" Catania (Italy)

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## PERSONAL SKILLS & COMPETENCES

Mother tongue  
Other languages

Italian  
Fluent in Maltese and English, basic knowledge of French

Skills

I am a diligent and meticulous person. Such skills are an asset for my work especially since perseverance and attention to details are a must to achieve an excellent final product

Leadership

At my present post I have been given the duty to monitor and supervise a group of designers. I have been given this task because I am capable of leading others and running smoothly the day-to-day tasks

Personal interests and Achievements

During my free time I mostly enjoy gardening as well as travelling whenever possible, discovering new places, cultures, traditions. I enjoy entertaining guest and cooking as well

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