



FEDERICA GENOVA

Graphic Designer | Production Designer

federicagenova.com

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EXPERTISE

- Adobe Illustrator
- SketchUp
- Adobe XD
- Production Design
- Adobe InDesign
- Typography
- Adobe Photoshop
- Art Direction
- Adobe Premiere
- Branding
- Adobe After Effects
- HTML
- Adobe Dimension
- Office 365

- Bilingual: Italian/English
- Multitasking
- Problem Solving
- Collaborative
- Detail-oriented
- Team Player
- Time management
- Reliable
- Openness to criticism
- Communication

EDUCATION

Columbia College Hollywood, Los Angeles, CA

Bachelor of Fine Arts in Graphic Design and Interactive Media

Honors : Magna Cum Laude

2019-2022

The Art Institute of California - Hollywood

Web Design & Interactive Media

2018-2019

Accademia Del Lusso Moda & Design, Milan, Italy

Diploma in Event Management & Communication

2015-2016

OVERVIEW

I am an Italian Graphic and Production Designer based in Los Angeles, CA.

My design is rooted in minimalism, and I value the less is more approach. I believe in making things as simple as possible but not simpler. I favor clean and bold composition. I have an enthusiastic desire to acquire new knowledge, strong organizational skills, and a resilient personality.

I have experience in Graphic Design, Social Media Management, Marketing, Production Design, Set Design, Event Planning, Art Direction, and Film Production.

EXPERIENCE

Embr Entertainment

January 20th, 2025 - Present

Graphic Designer

- Designing still and motion graphics.
- Creating printed and 3D materials.
- Keeping the company's website up to date
- Designing web graphics and Illustrations.
- Posting and creating engaging content.
- Managing the social media accounts.

Daryl Latter Design

January 31st, 2023 - February 29th, 2024

Graphic Designer

- Creating still and motion graphics.
- Managing and overseeing the company's social media account.
- Assisting with developing visual concepts and overall project design.

SAS Movie Studio

January 18th, 2022 - July 18th, 2022

Social Media and Marketing Intern

- Creating graphics for the company's social media accounts.
- Assisting with marketing development.

Collide Agency, LLC

September 27th, 2021-December 18th, 2021

Social Media and Graphic Design Intern

- Creating still and motion graphics for social media posting and other branded projects.
- Assisting in community management of social accounts run by Collide.
- Ideating and executing social posts and other digital content pieces.
- Assisting in file organization and content posting.

Movie Toast Movies and Reviews

April 19th, 2021-July 4th, 2021

Social Media Intern

- Managing social media accounts.
- Promoting podcast episodes.
- Creating movie-related graphics.