



Chiara Berti

VISUAL DESIGNER

I am Chiara Berti, a specialized Visual Designer in packaging, with expertise in print graphics, photography, and video editing. I excel in optimizing tasks through automated workflows and offer innovative solutions that simplify multimedia experiences. Passionate and committed to continuous improvement, I bring value to design and production activities, streamlining processes for high-quality results.

«*Learning is an experience, everything else is just information.*» - Albert Einstein



CERTIFIED
ASSOCIATE

WORK & EXPERIENCE



PACKAGING SPECIALIST Century Italia S.r.l. / Latina

2013 - Present

I am an expert in high-quality packaging and display design, with a keen eye for aesthetic details. I create captivating photographic material, technical drawings, and illustrative sheets. Efficient management of design archives is one of my key skills. I ensure that all design files and resources are effectively organized and easily accessible, facilitating the work of the entire company. I also handle quality control and manage relationships with foreign suppliers for pre-press and post-production processes.

1. Designing and creating visually appealing and functional packaging solutions.
2. Developing accurate technical drawings to support the production of packaging and other objects.
3. Creating illustrative sheets that effectively communicate product information.
4. Producing high-quality photography material to showcase products in a visually captivating manner.
5. Performing photo retouching and image editing to enhance quality and aesthetics.
6. Managing the graphic material archive by organizing and cataloging visual resources for easy access.
7. Conducting quality control on merchandise in the warehouse, performing graphic analysis and ensuring adherence to established standards.
8. Coordinating printing activities with foreign suppliers, ensuring clear and timely communication for the production of graphic materials.

FREELANCE VISUAL DESIGNER Century Italia S.r.l. and others / Latina

2007 - 2013

During my professional experience, I have performed creative and technological tasks, specializing in designing high-quality packaging and displays, photo and video editing, creating appealing flyers, developing brand identities, and building professional websites.

1. Designing and creating high-quality packaging and display solutions.
2. Performing photo editing and retouching to enhance image quality, improving colors, contrast, and sharpness.
3. Editing videos, including cutting, special effects, and optimization for different formats and platforms.
4. Creating eye-catching and informative flyers and catalogs, designing layouts that effectively promote products or services.
5. Developing brand identities to ensure visual consistency across various communication materials.
6. Building professional websites, creating intuitive layouts, implementing interactive features, and optimizing for mobile navigation.

CONTATTI



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youtube - Chiara Berti

Latina 04100 , LT

SOFTWARE



GRAPHICS

Photoshop CC	● ● ● ● ●
Illustrator CC	● ● ● ● ●
Indesign CC	● ● ● ● ●
XD - Figma	● ● ● ● ●
After Effects	● ● ● ● ●
Final Cut Pro	● ● ● ● ●
Midjourney	● ● ● ● ●

PRODUCTIVITY

Suite Office	● ● ● ● ●
Suite macOS	● ● ● ● ●

SCRIPT AND AUTOMATION

Visual Studio code	● ● ● ● ●
Automator macOS	● ● ● ● ●
Script Editor macOS	● ● ● ● ●

SKILLS



GRAPHIC DESIGN

Photo editing	● ● ● ● ●
Packaging design	● ● ● ● ●
Presentations	● ● ● ● ●
Logo design	● ● ● ● ●
Brochure / Flyer	● ● ● ● ●
Catalogs	● ● ● ● ●
Technical drawings	● ● ● ● ●

VIDEO MAKING

Sourcing	● ● ● ● ●
Shooting	● ● ● ● ●
Editing	● ● ● ● ●

PHOTOGRAPHY

Landscape	● ● ● ● ●
Still life	● ● ● ● ●
Macro	● ● ● ● ●
Editing	● ● ● ● ●

FRONT-END DEVELOPMENT

HTML5	● ● ● ● ●
CSS	● ● ● ● ●
Wordpress	● ● ● ● ●
SEO / SEM	● ● ● ● ●

BACK-END DEVELOPMENT

PHP	● ● ● ● ●
MySQL	● ● ● ● ●
Javascript	● ● ● ● ●

CODING

C	● ● ● ● ●
XML	● ● ● ● ●
JAVA	● ● ● ● ●

ENGLISH LANGUAGE

Written	● ● ● ● ●
Spoken	● ● ● ● ●

EDUCATION



2018 - 2019
Php & Java for Programmers
Pc Academy - Roma

EDUCATION

Programming Logic and SQL Databases
PHP for Programmers
Java SE for Programmers

Attendance Certificates:
Programming Logic and SQL Databases
PHP on MySQL

2019
PHP Developer Fundamentals on MySQL® Environment
Certiport - Presso Pc Academy - Roma

2018
Complete Photography Course
Francesco De Marco Photography

2017
Master in Editorial Graphics - Web Design & eCommerce
Pc Academy - Roma

EDUCATION

Photoshop CC
Illustrator CC
InDesign CC
HTML5
WordPress / WooCommerce
Dreamweaver CC
SEO

Certificates:
Editorial Graphics - Web Design & eCommerce
International Certification ACA 'Web media communication using
Adobe Dreamweaver CC'
International Certification ACA 'Visual design using Adobe Photoshop CC'

2016 - 2017
English Course
Fonarcom - S.I.D. Sistemi

2000 - 2003
Professional Qualification - Marketing Technician
I.P.S.C.T. Luigi Einaudi - Latina

EDUCATION

Theoretical-Practical Part:

Marketing Theory and Techniques
Communication Techniques
Social Labor Legislation
Advertising

TOOLS USED



ML SONY A7RII
APSC SONY A5500
GO PRO HERO8

28-75 mm f/2.8
105 mm f/2.8 macro
Loawa 25 mm f/2.8 ultra macro
18 mm f/2.8



GRAPHIC TABLET
WACOM INTUOS PRO

INTERESTS



Pets - Volunteer Activities
Ethical Hacking
Photography
Time Lapse / Night Lapse
Music
Futsal
Cinema
Travel

These are fascinating worlds interconnected, which I have learned and mastered over the years.

«No matter how tired, wet, or dirty you get, volunteering at the shelter is priceless.»

OTHER



Driver's License B - Own vehicle

Practical Training:
Informatics - Website Development Stage

Professional Qualification Certificate
Evaluation: Written 23/30 - Oral 30/30

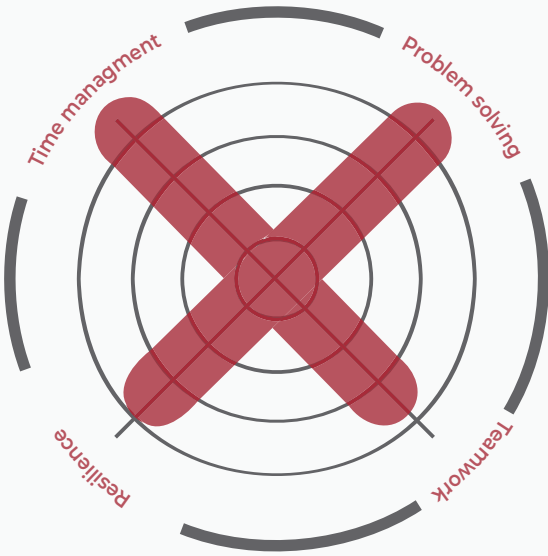
1998 - 2003
Diploma - Business Management Technician
I.P.S.C.T. Luigi Einaudi - Latina

EDUCATION
The Business Management Technician possesses versatile and flexible skills, knows the methods and organizational tools, and can effectively support managerial processes, with an integrated view of business activities.
Evaluation: 98/100

STRENGTHS



I am a professional who values teamwork, firmly believing that collaboration and synergy are crucial for achieving successful outcomes. I apply critical thinking to solve problems, always seeking creative and innovative solutions to tackle challenges. I am also resilient, able to remain calm and adaptable even in complex situations. I am driven by the goal of exceeding expectations, both personally and professionally, and I am always seeking new ways to improve and grow.



I have a penchant for innovation and experimental research, coupled with excellent abilities to develop a design process from conceptualization to production. I possess adaptability to various work situations and environments. I have the capacity to independently organize work, define priorities, and take on responsibilities to meet deadlines and achieve predetermined objectives.
Furthermore, I am adept and dynamic in remote collaborations.

I authorize the processing of my personal data, in accordance with Decree No. 101/18 of August 10, 2018.

Chiaoul Bati