



# Rebecca Rinaldi

PHOTOGRAPHER & ART DIRECTOR

*Beauty and wonder are everywhere finding them is just a matter of habit: we need to train our eyes and our heart if we want to feed our soul with positivity...*

## hello!

I'm Rebecca,  
I believe in beauty. I love everything that is carefully crafted, that seems simple but is the result of hard work and an obsessive attention to details.

## profile

**In the past twenty years** I have happily held various roles in: graphic design, web design, yacht design, interior design, art direction and photography, making my expertise a proud mix of all this.

**Today** I have a clear vision of how to develop and manage a creative project. Defining the visual style, leading a creative team and planning to deliver the best hi-quality product to the client.

## skills

**Ability to create**, discuss, execute, oversee and deliver a creative project.

**Leading**/finding and communicating with a creative team.

**Strong understanding** of creative/delivery process.

**Excellent skills** on creating presentations and briefs.

**Comprehension** of new communication media.

**Strong attention** to details

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<b>Enthusiastic</b> , positive attitude on new projects	<b>Intuitive</b> , on understanding clients needs	<b>Precise</b> on schedules and deliveries

## personal projects

**Rebecca Rinaldi Photography**  
Lifestyle Photography

> [www.instagram.com/rebeccarinaldiphotography](http://www.instagram.com/rebeccarinaldiphotography)

**CRE-A, Creative workshop for kids**  
Teaching kids and teenagers the art of creativity

> [www.instagram.com/cre\\_a\\_workshop/](http://www.instagram.com/cre_a_workshop/)

**olga.and.the.others**  
Fine art Dog Photography

> [www.instagram.com/olga.and.the.others/](http://www.instagram.com/olga.and.the.others/)

## current position

2017 - CURRENT

**CREATIVE DIRECTOR**

Hens on Mars, creative agency

**The Company:** Design & communication agency. Helping visionary biotech and pharma companies emphasize their strengths & communicate their values through thoughtful design.

**My role:** As creative director I am involved in all the stages of a creative project:

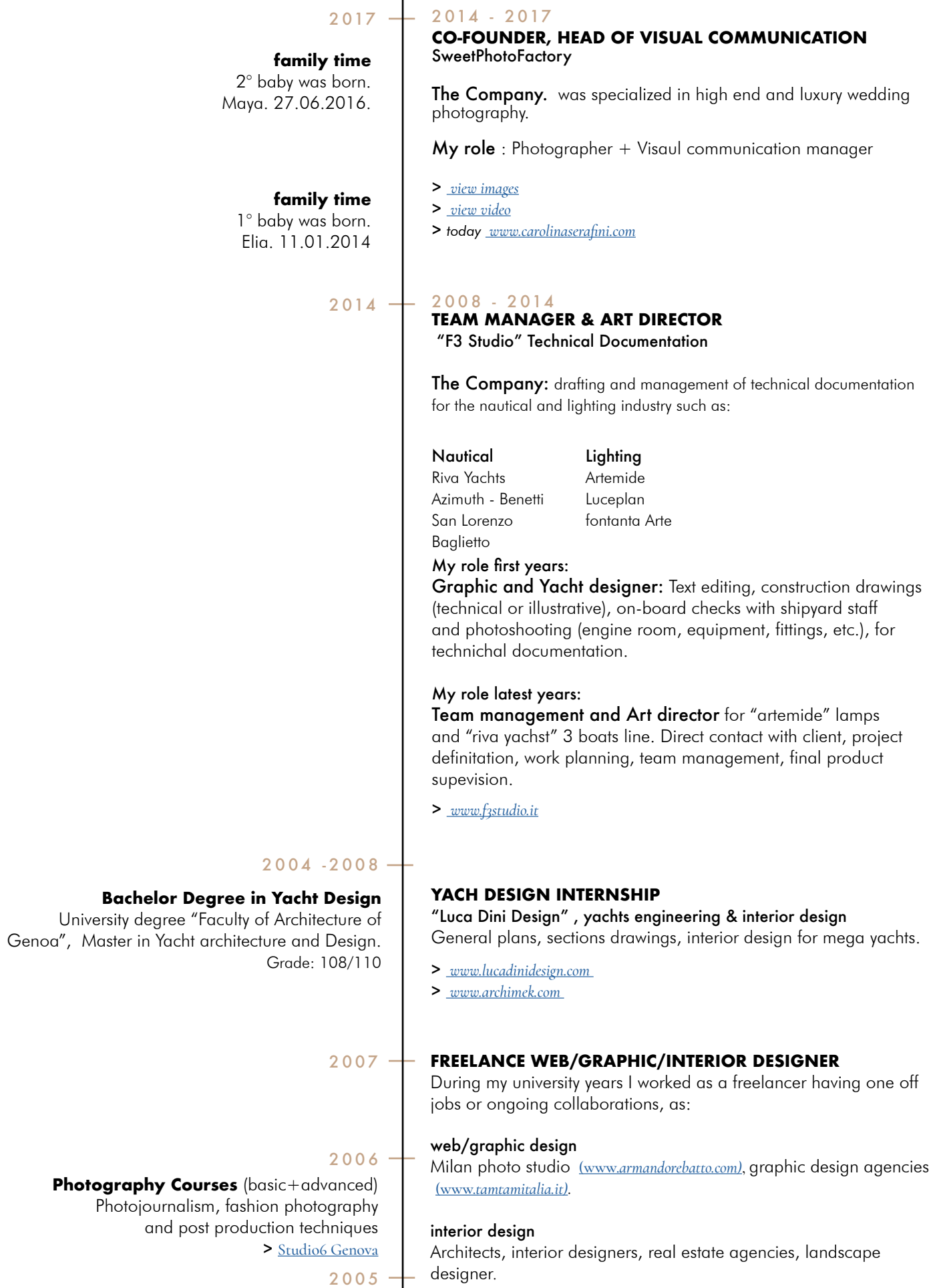
- **Connect with client** to understand needs
- **Communicate** with Account Manager
- **Analysis** of the existing material/ competitors
- **Vision** of what can be done with available budget
- **Empathy** with creative team
- **Schedule** steps and goals
- **Supervise** work in progress
- **Deliver** on schedule
- **Debrief** to improve

> [www.hensonmars.com](http://www.hensonmars.com)

> [https://www.instagram.com/hensonmars\\_creativeagency/](https://www.instagram.com/hensonmars_creativeagency/)

## education

## work experience



2003 - 2005

**SENIOR WEB/GRAPHIC DESIGNER**

"186th Communication.", New media Management & Consulting

**The Company** was created from some managers of "Yoda" (view below) inheriting many clients and projects from it.

**My role** Web designer and graphic designer + Creative office manager + relationship with customers.

2001 - 2003

**JUNIOR WEB/GRAPHIC DESIGNER**

"Yoda S.p.A.", New media Management & Consulting

**The Company** was one of the first big italian media companies. In addition to traditional print adverting/communication it specialized in the design and creation of digital and multichannel solutions, creating full projects for big companies such as:

- websites
- first search engines/portals such as "virgilio" (today [www.virgilio.it](http://www.virgilio.it)) and "libero".
- first big online communication campaigns and promotions
- online radios

**My role:** Web designer and graphic designer (when web sites were made in photoshop, html/xml, dreamweaver, flash animations).

2001

**JUNIOR GRAPHIC DESIGNER**

Graphic design office "Symetria" - Genova

**The Company:** Local advertising agency.

**My role:** Print graphic design projects for clients.

2000

**INTERIOR DESIGN JUNIOR ASSISTANT**

"Rinaldi Rinaldi Arredamenti" - Interior design

**The Company** is active in luxury interior design since 1850, specifically in residential homes, hotels and yachts.

**My role:** Catalogues and price lists layouts, admin assistance, customer relationship for fabric choice, furniture and accessories selling, etc.

> [www.rinaldiarredamenti.it](http://www.rinaldiarredamenti.it)

1999

**Graphic Design High School degree**

Experimental program "Leonardo Project"  
"graphic design & visual communication."

"L. A. S. Paul Klee" Arts school - Genova, Italy  
Grade: 90/100

born in 1980

THANK YOU !