



Mirco Fragomena

Creative director

i I am a multidisciplinary designer born in Milano on 09.10.1989. I recently moved to Melbourne.

I love to work for the greater good, without compromising the fun of the journey.

My approach always starts from a methodical research and implies a full design thinking approach, which when spiced up with a touch of playfulness, leads to a driven result that brings joy within.

Objectives

© The objectives in this next step for my career are to find myself at work for meaningful causes so to have a positive social impact, and be part of a dynamic team that stands for the greatness of people and our future.

Education

🎓 2013 / Graduated in Product Design @ NABA New Academy of Fine Arts

Get in touch!

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Just a greeting song!

🎵 Cortex - Huit Octobre 1971

Work experience

11.15 - now / Freelancer for various clients

Brand consulting, brand identity, and design thinking with startup companies have been central in my freelance jobs. Beside this I've been working on personal projects to bring up new ideas based on what my ethics and views around the design and communication fields are, such as a magazine and a clothing brand.

06.15 - 11.15 / Freelancer Art Director @ nevaly GmbH

As a freshly started brand, nevaly asked me to assist them in the creation of all their identity. From the creation of their logo to a precise tone of voice, from their imagery to their limitless color palette, everything has been designed and then enclosed in a brand bible with a defined style guide. Working closely with the nevaly team I have been able to build a unique visual language that can now help the brand to let their values and services be understood and stand out on the market.

11.13 - 11.15 / Senior Graphic Designer @ ad2games GmbH

Re-shaping the brand identity of the company and giving it a fresher and modern graphic style has been my biggest task in the company. Updating the logo, the typography, their color palette, as well as their whole stationary has been designed so to update the company's look. A crucial part of the brand re-structuring has been also the design of a well-defined presentation template, which gave to the company for the first time specific internal guidelines for the creation of business pitches and slideshows.

10.12 - 06.13 / Graduation project - Happiless, Bonjour Tristesse

With my graduation project I decided to work on the notion of happiness and spread its benefits from a scientific point of view, as often this is how we believe the reality of facts in the Western world. There are two doctors, called Squeeze and Hug, without identity, that go city by city, hugging people and giving a little present for every person they hug - a pill container which has no pill, but a leaflet with clear instructions to demonstrate how the real medicine is just you!

These doctors worked also as "Hug-Therapists" in a rehabilitation center for people who suffers from depression, mental illness, and autism - autistic people have a harder time in releasing oxytocin.

10.12 - 06.13 / Graphic Designer & Layouter @ Robert Gligorov's atelier

Concept developing and layouting for Hysteria - a new art magazine by Robert Gligorov. Photo-retouching, poster design, book design have been as well tasks that I was taking care of.

10.11 - 07.12 / Co-founder & Graphic designer @ FUN.CUBE

Series of events child-targeted where 9 of the most important table games have been revisited, in big-sized version, and with the funniest possible way of interaction! Curating and creating every event in all its aspects, from the the design of the games to the PR, from presiding over each game, we wanted children to interact with their team-mates and their own creativity, spending funnier Sundays with grown-ups too.

01.11 - 08.11 / Co-founder & Creative director @ MADE.SIGN

Organisation founded with 2 friends to give space to young talented designers, build connections between them and the industries, and gather in a single place a new fresh branch of design lovers. Our main goal was to stay away from the old Italian masters, who are still deeply praised from Italian design institutes, which then ends up taking away visibility from the younger generation.

03.10 - 12.10 / Product designer @ Montserrat1968

Alfa is a table lamp produced by the light design firm Montserrat1968 which won the competition "Designer per le imprese 2011".