

# Eva Bonacini

## graphic and web designer

By studying 3 years accountancy at the secondary-school Moreschi in Milan I understood where I wanted to aim at. As I could use a line just in order to cross data out, I started creating panels 100x70 by drawing all kinds of lines. I gave up studying accountancy. I was interested mostly in graphics, arts and psychology of the colour.

Both studying experiences have been important to me, because artwork and creativeness came out from an education based in logic and concrete forms.

I am a navigator- searcher (researcher) of new ideas and trends. The latest adaptation or update. Investigating and experimenting with a new method or technique are constant rules in my life as professional.

My assets are the details. Every single form, colour, line printed on a piece of paper, or on a website page, are never accidental. They always have an accurate meaning.

I like working in team but I'm keen on working alone.



## PERSONAL INFORMATION

Eva Laura Bonacini  
Born in Milan on the 22th of December 1967

Living in Milan  
Email: [evabonacini@inktopix.com](mailto:evabonacini@inktopix.com)

## EDUCATION AND TRAINING

**1980-83:** accountancy (studies)  
Secondary-school Moreschi in Milan

**1983-88:** secondary-school diploma in graphics and advertising  
Secondary-school Kandinsky in Milan

**1988-89:** Psychological sciences and techniques  
Ateneo di Padova

**1989-90:** computer graphic course  
P Design Studio Milano

**1990-91:** English Course- First Certificate  
British School in Milan

**1991:** Course of English for specific purposes- Informatics  
English British Institute Novara

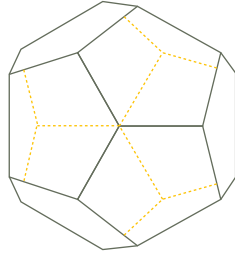
**1994:** web/html course  
Informatica Milano

**2012:** in-depth analysis wordpress course  
Private lessons

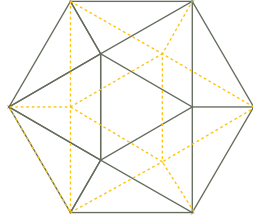
## FOREIGN LANGUAGES

Inglese  
scritto: Good  
parlato: Good

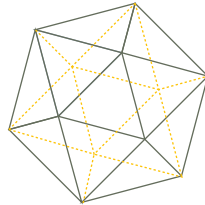
Photoshop  
Illustrator  
Acrobat



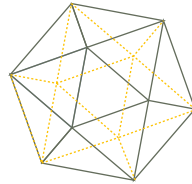
Indesign  
Bridge



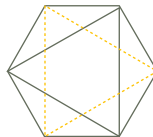
Wordpress



Ibooks Author  
Imovie  
Power Point



Html



Key Note  
Dreamweaver  
Css

# SOFTWARE SKILLS

### How I worked my way up

**1988-92:** MP&C Milano - Agenzia di Pubblicità.

Division: promotion, P.O.P., packaging.

Role: graphic designer for Kraft, Vileda, Fienco, Bonomelli, Lines, Euromilan.

*I've exploited the computer's performances not only to "print font" but also to create.*

### From graphic designer to art director

**1992-94:** GRUPPO HARRI - Milan- direct Marketing agency

Role: Art Director - Below The Line e Direct Marketing for Citifin, Pelikan, Mandarina Duck.

*I didn't like basic and routine agency's dynamics. I had higher expectations so I gave up the job.*

### How to work in a company?

**1994-97:** Dea pubblicità Novara: Advertising Agency - DeAgostini Group.

Role: Art Director

*I chose working for Dea because by that time it was one of the a few companies dealing with the launching of interactive products. An interesting challenge, I had a try at diverse fields: from the classic publishing/editorial product to the study of graphical multimedia interface.*

### Web explosion. Return to Milan

**1997-01:** M&C- Milano - Communication Agency

Role: Art Director for e-work, Portale P.A., Momi-Modamilano, e-work, Bburago, Italiani nel mondo.

*A lot of projects, hard study, many printed and web presentations.*

### Putting into practice

**1998-00:** Irregular teacher Teacher of art direction at the Istituto Europeo di Design in Milano.

*Subject discussed: how to create a press campaign Creative process- investigation, implementation.*

### Experiencing freedom

**2001-06:** freelance

Role: Art Director

Projecting about 10 conventions for important banks.

*Working with other freelance, I've rationalized/analysed/ carried out those steps that are the basis of my current working method.*

### More agency

**2001-05:** ATC Srl - Milano - Agenzia di Comunicazione.

Role: Senior Art Director.

*I consolidated my working method by working for Fumagalli Salumi, Gourmet, Lavazza, Lindt.*

### New challenges

**2006-14:** Marketing Network Milano- Communication Agency.

Role: Senior Art director. I both submitted a tender and won contracts to acquire new clients.

Royal Canin - line of veterinary products for dogs and cats

Accor Service - press campaign Ticket Restaurant

Unipol- insurance press campaign

Advera - press campaign

Daikin - iBooks for Apple Store

Controedile- press campaign

Duomo gelatieri- creation of the logotype, below the line, packaging and website

HorcaMyseria - app for iphones

### To open up new horizons

**2015-to-day:** Freelance - I carry on with my job as graphic and web designer

Ink to Pix is my personal website - [www.intopix.com](http://www.intopix.com) -

*Currently I work with a group of freelance professionals: copywriter - videomaker - photographers - developer*

I always surf the net or a sailing boat, often at the same time.

I look for trends, I'm fond of Vespa, cinema and TV series.