

# Nicolò Marchetti

Visual designer

Based in Milan

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## Professional career

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### • Zetalab - Milan

*apr 2024 - Ongoing*

As visual designer and developer, I take care of the digital-oriented projects of the studio, specialized in branding and communication. I work on the visual identity, UI design and frontend development for commercial websites and animation for brand campaigns and events.

Among our clients: *Moleskine, TedX Milano, Campari, Weebora, Politecnico di Milano.*

### • We Are Muesli - Milan

*apr 2019 - mar 2024*

As visual and UI designer, I worked at the creation of different types of games (video games, tabletop games and live escape rooms), both distributed commercially and applied to artistic, cultural and educational contexts, working with museums, libraries and foundations.

### • Co-op - Gothenburg (freelance remote)

*mar-dec 2022*

As art direction consultant, I helped Swedish digital brand CO-OP to develop a new, gaming-inspired logo and visual identity that could help them communicate with their audience.

### • SAE Institute Milano - Milan

*oct 2020 - oct 2021*

I worked as academic tutor for the three-years Game Design course at the SAE Institute Milano academy, where I held game design and game development classes and guided students through the creation of their final year projects.

### • CamerAnebbia - Milan

*oct 2017 - mar 2018*

During the first year of my master degree, I worked as intern video animator at the interactive installations hosted by *Fondazione Feltrinelli* in Milan and *Palazzo Leoni Montanari* in Vicenza.

## Education

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### • MSc in Communication design - Politecnico di Milano

*sept 2017 - jun 2020*

Master degree in Communication Design at Politecnico di Milano with a final score of 110L/110.

### • BSc in Communication design - Politecnico di Milano

*oct 2014 - jun 2017*

Bachelor degree in Communication Design at Politecnico di Milano with a final score of 110/110.

# Skills

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- **Digital tools**

Proficient in visual design, UI design and animation.

Advanced skill in any kind of image manipulation and prototyping software (Adobe Photoshop, Illustrator, Indesign, After Effects, Figma).

Good understanding of markup and web programming languages (HTML, CSS, JS), CMSs and web frameworks (Wordpress, Django, Strapi) and game development engines (Unity, Godot).

Basic knowledge of creative coding tools (Processing, P5.js, vvvv), hardware prototyping platforms (Arduino, Raspberry Pi), 3D animation (Blender) and audio editing (Logic, Adobe Audition).

- **Other skills**

Experienced in art direction, creation of moodboards and pitch presentations. Good knowledge of game design processes and good experience with tools for project management and collaboration (Git, Jira, Google Suite).

# Languages

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- **Italian**

Mother tongue

- **English**

Advanced - C1 IELTS Certificate acquired at Cambridge School of English in 2024

- **French**

Intermediate - B2 DELF Certificate acquired at Alliance Française

# Hobbies and other activities

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- **Game development**

In 2022 I founded video game collective Villadelfina, that released the arcade-puzzle game *Gincana* for free on the Itch.io platform and is now working on *À la carte*, a puzzle-narrative experience that will be commercially released on Steam in 2025. I designed the concepts, took care of the art direction and developed both games using Godot Engine. I designed all the characters and visual assets for our games using Figma as an illustration tool.

- **Illustration and creative production**

In my spare time I make digital and analog illustrations and I take part in independent creative productions on various media forms (painting, videomaking, music production, game jams).

- **Sport**

I like to run and do full body activities (functional training). I mostly use my bike for commuting and moving in Milan.