

# Francesco Casale

Web Designer :: Graphic Designer :: Information Architect

Via Brennero 57  
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**Mobile** +39 347 8636493  
[nuguerrilla@gmail.com](mailto:nuguerrilla@gmail.com)  
Online Portfolio [www.nuguerrilla.com](http://www.nuguerrilla.com)

## Profile

Im moved by a passion to the digital world. I love to interact with peoples to understand their needs and turn them into desiderata.

Experienced in vector graphics and UI platforms, I am constantly seeking new styles and ideas with simplicity and elegance.

## Experience

### Freelance

#### **IA Consulent and Front-End developer, Deepartweb, Verona :: 2009-present**

Organizing web content, prototyping and developing front-end applications for a wide variety of local clients like Bolla wines and Skoda Automotive

#### **Organizer and Sponsor, UX Italian Camp, Florence :: 18-19 October 2009**

I organize the meeting on the User Experience. It was an awesome experience to exchange informations among interested people.

#### **IA Consulent and Front-End developer, Publitour, Verona :: 2008-present**

Produce, organize and design new interfaces for web services and restyling old websites, putting in them new social UGC concepts. Physical presence in various sector Conferences (BTO in Florence)

#### **Project Manager and IA Consulent, Sintetik, Verona :: 2006-present**

Organize work flux around various kind of projects (PHP driven websites, Flash minisites or mobile applications) for a great portfolio (Manfrotto, Gitzo, Vason Enology, Accademia del Mobile, Vinitaly)

#### **We BU Manager, Ginnico Celeste, Milan :: 2005-2006**

Administrate web resources and organize web content and structure for a huge variety of client (Techint, Sumampa, Bradipo Travel, Ferrari, Sutor Mantellassi and Camelot Business Group)

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## **Creative Director, Nuguerrilla Design, Verona :: 2004-present**

Produced website, back-end administration and vector graphics. Nuguerrilla receives more than 400 unique visitors daily.

## **Creative Director, Collegio Pontenavi Housing Association, Verona :: 2004 - 2005**

Produced the entire website, marketing materials and annual report, renewing the brand image.

## **Webmaster, Evoluzione Verona, Verona :: 2004 - 2005**

Produced the entire website,, with a strong back-end application.I also monitoring visits for a marketing setup.

## **Graphic Designer and Pagemaker, Cream Magazine, Verona :: 2002 - 2004**

Produced all graphic for free press student magazine for 2 years, expanding it through styles and fashion

## **Web Designer and Web Developer, IdeaManager, Verona :: 2000 - 2002**

Designed, built and maintained look and feel of clients websites

## **Web Designer and Web Master, Telemaco, Verona :: 1998 - 2000**

Designed and developed back office, end-user web interfaces

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## Education

Microsoft ASP Developer Master, Verona, 1998

Faculty of Biological Sciences, Padua, 1997

G.Peano Scientific High School, Rome, 1996

## Skills/Programs

Adobe Creative Suite CS 4, QuarkXPress 6.5, Microsoft Office, Microsoft IIS Service, MAMP, Visio, MindNote, Coda and Textmate.

## Languages

Web Accessibility and Smart developing for search engine, ASP, XML, HTML, CSS2, CSS3, MySql, PHP4, PHP5, Javascript, jQuery and Ajax.

## Awards

Review on "WebDesigner Magazine", Issue No. 15, May 2005

Articles on [www.extensible.it](http://www.extensible.it)