

Giovanni Pugnaghi

Visual Designer

Toronto, ON | Authorized to work in Canada

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PROFESSIONAL SUMMARY

Visual designer with experience in brand identity, packaging, digital layouts and wayfinding graphics. Creates visual systems, website wireframes, icons and infographics using Figma and Adobe Creative Suite.

SKILLS

Design: Brand identity, logo design, packaging design, website wireframing, icon design, wayfinding graphics

Software: Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, KeyShot

RELEVANT EXPERIENCE

Freelance Designer | Self-employed

Occasional projects | May 2023 - Aug 2026

- Selected project: Tellura, a premium Calabrian truffle brand. Developed the brand name, logo, typography and colour palette around its regional heritage and product identity.
- Designed packaging and website/app mockups, extending the visual identity across physical and digital touchpoints.

Multidisciplinary Designer | ION Fund

Milan, Italy | Full-time | Oct 2023 - Apr 2026

- Designed ION Fund's website structure and wireframes, with a custom icon set and service infographics for the Public & Private section; prepared design assets for the development phase.
- Created wayfinding graphics and decals applied in selected Rome Metro A stations; also designed waste bins and newspaper holders from concept to production drawings, with both product types subsequently manufactured.
- Created visualization materials and CAD layouts supporting placement and urban integration for TIM and Urban Vision's network of 450+ smart communication totems in Milan.
- Prepared concept presentations for the City of Padua on PADUS modular urban furniture, supported by 3D models and completed production drawings.

Junior Assistant | Politecnico di Milano

Jan 2023 - May 2023

- Assisted with teaching the Visual Elements for Design course, assessed student projects and guided visual and conceptual assignments.

EDUCATION

Bachelor's Degree in Industrial Product Design

Politecnico di Milano | Mar 2024

Languages: English: Fluent | Italian: Native