

# Joyce Bonafini cv

born in Parma (Italy) in 1981  
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[www.flickr.com/photos/microcippa](http://www.flickr.com/photos/microcippa)

## Education

. 2006-present: Scuola del fumetto di Milano, **Master in Illustration** (subjects: drawing, illustration, paintings techniques)

. November 2006: Id-Lab Workshop, **Arduino Workshop** (physical computing platform for interactive prototypes)

. 1999-2004: Politecnico di Milano, **Master's degree in Design** and bachelor degree in visual design - Thesis project in Toy design

. 2003-2002: Università commerciale Luigi Bocconi and Politecnico di Milano, inter-university course in **Management for Fashion System**

. 1999-1994: Liceo scientifico Marconi di Parma, a high school that specializes in **science and information technologies**

. 1997-1991: **Conservatory of music** Arrigo Boito di Parma (subjects: pianoforte, music, singing)

## Work experience

. 2005-present: **Microcippa**, Milan  
*Freelance designer and owner of the studio*  
Illustration for magazines and fashion industry, character design, graphic design and brand image, communication consultancy (from communication strategy to final output), exhibition and interior design.

. 2006-2007: **InteractionDesign-Lab**, Milan  
*Freelance designer*  
Graphic design and art direction, information graphics, web design, set and product design, presentations, experience working in an international environment

. 2004-2007: **GiòForma**, Milan  
*Design Director*  
Responsible for the Childhood design division, Toy design from concept to product design and brand image (for companies like Giochi Preziosi, GIG, Primi, Giordani). Experience in product design, textile and fashion design (Mantero, Betty flowers), display design (Lancaster, Masterfood), set design (for clients like MTV -Italy-UK-Spain, Nickelodeon, Discovery channel, Sky), brand image and illustration.  
Main responsibilities included concept development, sketching and detailed visualizations, presenting to clients, running follow-up meetings, developing and managing relationships with clients and suppliers.

## Skills & Abilities

### Computer skills

. Excellent **digital imaging, illustration and desktop publishing** (AdobeCreativeSuite3)  
. Excellent **modelling/rendering** skills, basic animation (Cinema 4D)  
. Midlevel knowledge of **web design** developing tools (Dreamweaver, Flash)  
. Basic knowledge of **video editing** and compositing (After effects, Premiere)  
. Basic knowledge of **programming** (HTML, Turbo Pascal, c, Java, Arduino)  
. Working on both on PC and Mac platforms (good knowledge of office applications)

### Languages

. **Italian**: mother tongue  
. **English**: fluent

### Other abilities

. **drawing**: sketches, storyboard, characters, scenarios and illustration using different techniques (pencils, ink pen, markers, gouache, acrylics, watercolours, etc)  
. mock-ups and 3dModels: scenarios, 3d models and mock-up realized both with traditional materials (paper, clay, plasticine, fabric) and digital tools

## Awards

. 2006 "Premio DonnaWeb", selected project, female online website contest  
. 2004 "Italian Design On Tour", 2nd prize, exhibition design contest  
. 2002 "Carugo, la piazza in mano", 2nd prize, urban furniture contest  
. 2000 "Il luogo del sogno", generative art contest, awarded project

# 2 Naawigo

2007

client: Wii-Next

developed during my collaboration with GiòForma  
product design, logo design, brand image



Little wireless router smartly designed for the Italian company Wii-Next. The project included both the brand image and the product design.

# MuseArtiFemminili

2007

client: InteractionDesign-Lab

logo design, brand image, merchandise



Logo design and brand image for a museum of embroidery and womens' arts & crafts set in Vallo della Lucania.



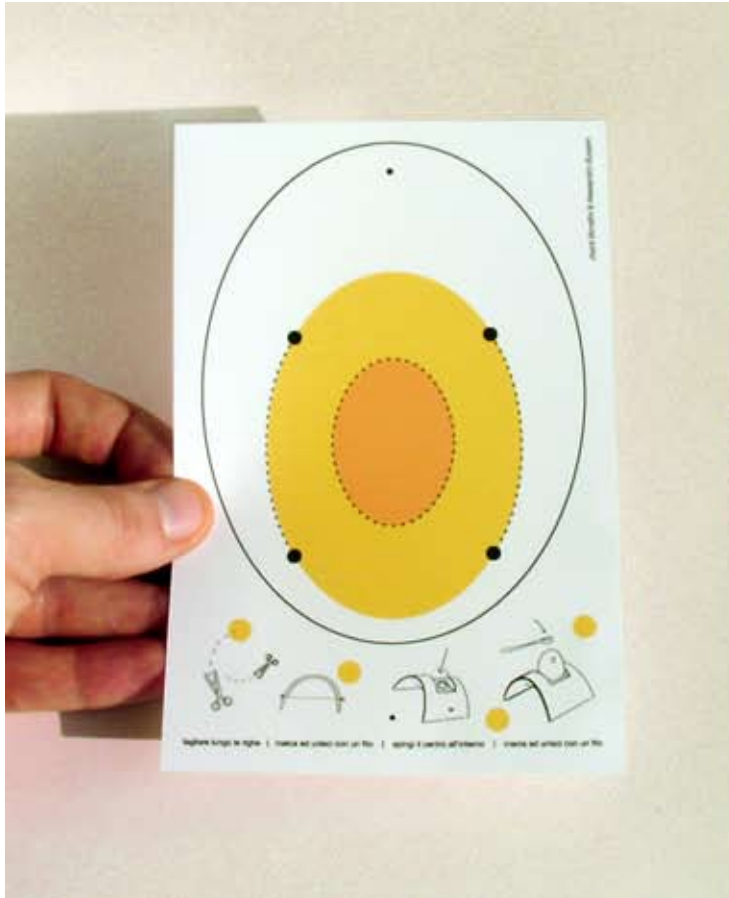
# 4 Usa & Riusa

2006

client: InteractioDesign-Lab

developed in collaboration with CicciapallaCorp

design, graphic design



The collection of postcards “Usa&riusa” (use & re-use) was developed for MariaGrazia Mazzucconi’s campaign. Every postcard and poster has a secondary function that makes them reusable in a different way.

# WWE MatchTime

2006

client: Giochi Preziosi

developed during my collaboration with GiòForma  
product design, toy design



Series of watches and electronic games designed to be a part of the merchandise of WWE (WorldWide Wrestling Entertainment).  
Produced and sold in 2006 by Giochi Preziosi.



# Hall

2006

client: Giochi Preziosi

developed during my collaboration with GiòForma

character design, story plot, story board, logo design, brand image, toy design



Halloween-themed character and story creation for a new brand of toys, merchandise and sweets

# Mirmo Playset

2005

client: Giochi Preziosi

developed during my collaboration with GiòForma  
product design, toy design



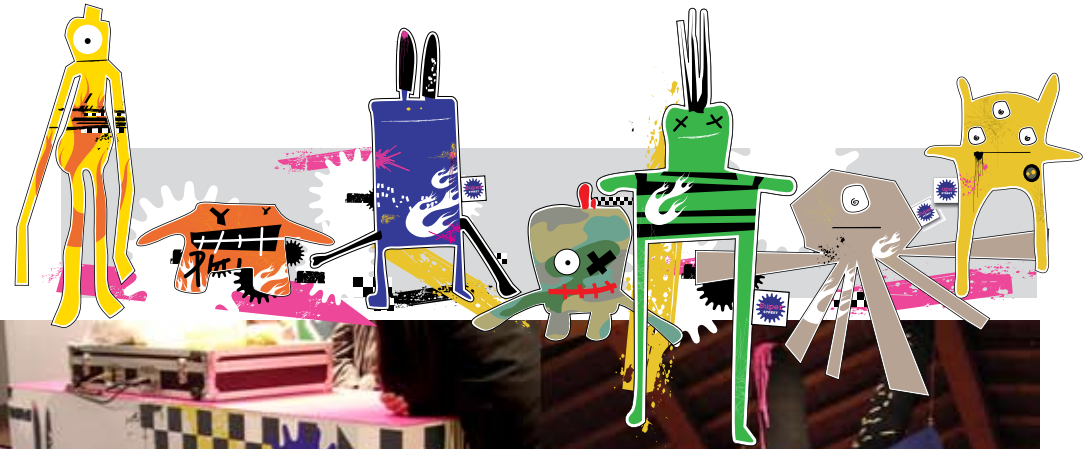
International contest for the design of Play-sets inspired by the tv series "Mirmo".



# 8 Pitti Superstreet

2004

client: Pitti Immagine  
developed during my collaboration with GiòForma  
set design, character design, brand image



The urban aspect of the expo was given by a family of rock-styled monsters specifically designed. Those characters were realized both in 2d printed version and 3d version with enormous padded puppets displayed around the pavilions.



# 9 Character design

Illustration, character design, brand image, t-shirt, logo design, toy design



Some character designs I have been creating during these years for different purposes (toy design, graphics, t-shirt design, logos etc).

# Illustration

Illustration, character design, brand image, t-shirt, logo design, toy design



Some illustration and paintings I have been producing for storyboard, graphics, render, commercial and personal works