DAVIDE CAMPAGNA

Senior Multidisciplinary Designer
Brand, Web & UX/UI Specialist

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Portfolio: startupdesignpro.com
Languages: English (B2) - Deutsch (A1) - Italian (Native)

CORE COMPETENCIES

» Brand Identity Design
» Web Design & Responsive Design
» UX/UI Design
» Visual Communication
» Visual Quality Assurance (QA)
» Logo Design
» Logo Strategy & Identity Systems
» Digital Design Systems
» Front-End Development
» HTML Email Design
» Editorial & Print Design
» Packaging Design
» Typography & Layout
» SEO-Oriented Front-End Design
» Creative Problem Solving

STRENGTHS

» Strong ability to identify visual inconsistencies, usability issues and design weaknesses across websites, applications and brand identities.

» Advanced use of AI tools to accelerate research, content creation, problem solving and design workflows.

» Experienced in detecting functional, logical and user experience issues before deployment.

» Proven ability to combine branding, UX/UI, front-end understanding and SEO considerations within the same project.

PORTFOLIO

» Brand Identity
» Web Design
» Packaging Design
» Brochure Design

PROFESSIONAL SUMMARY

Senior multidisciplinary designer and Founder of StartupDesignPro with 15+ years of international experience in branding, web design, UX/UI, digital communication and visual identity development. Experienced in supporting startups, SMEs, agencies and established companies through brand creation, website development, digital communication systems and visual problem solving.

Strong ability to manage projects from concept to execution, combining branding, design thinking, front-end understanding and business-oriented communication.

International working experience across Italy, Switzerland, USA, United Kingdom, France, Germany, Austria, China, Argentina, Mozambique, Malaysia, Czech Republic, India, Singapore and Jordan.

PROFESSIONAL EXPERIENCE

Founder & Senior Designer — 2012 – Present

StartupDesignPro | International Design Studio (Milan - Italy)

Founder of an independent design studio specialized in branding, web design and visual communication for international clients.
Main activities include:
» Brand Identity Development
» Logo and Visual System Design
» Website design and UX/UI Development
» Responsive Digital Design
» Front-End Development
» Packaging and Print Design
» HTML E-mail Campaigns
» Creative consulting for startups and international companies

Developed an adaptable, solution-oriented approach focused on combining strategy, design, technology and communication to achieve project objectives efficiently.

Brand Designer & Web Designer — 2024 – Present

Safe and Care Co. International Ltd. (Hong Kong - China)

Development of complete brand identity, packaging design, website and communication materials for a company importing premium Italian products into the Chinese market.

SELECTED INDUSTRIES

» Healthcare
» MedTech
» Technology
» Finance
» Industrial
» Architecture
» Education
» Food & Beverage
» Institutional
» Organizations
» Digital Products

TECHNOLOGIES

Design

» Adobe Photoshop
» Adobe Illustrator
» Adobe InDesign
» Adobe Dreamweaver

Web & Digital

» HTML5
» CSS3
» Bootstrap
» JavaScript / jQuery
» WordPress
» CMS Systems

Additional Skills

» Responsive Design
» Typography & Color Theory
» SEO-Oriented Design
» HTML Email Development
» W3C-Oriented Front-End Standards
» Packaging Concept Design
» HTML-GIF Animation
» Conversion-Oriented Design
» User Experience Analysis

PERSONAL INTERESTS

Be a father

Art & Design

Astronomy

Cinema

Travel

Photography

Brand Designer & Web Designer — 2023 – 2024

Lymphatica Medtech SA (Lausanne, Switzerland)

Developed the brand identity, visual identity system, brand style guide and corporate website for a medical technology company.

Brand Designer & Front-End Designer — 2022 – Present

Davide Romeo DMD PC (New York, USA)

Created the brand identity, visual guidelines and website for a Manhattan-based dental practice. Provide ongoing management of all digital communication activities.

Brand Identity Designer — 2020 – Present

Global Institute on Innovation Districts (New York, USA)

Brand identity development, website management and visual communication support for an international organization and European branch communication activities.

Graphic Designer — 2019

European Space Agency - ESA (Rome, Italy)

Concept development for institutional graphic materials and branded visual communication projects.

UX/UI Designer & Front-End Designer — 2012 - 2018

World Content Pole SA (Lugano, Switzerland)

UX/UI design, front-end design and digital communication for web applications and online platforms. Collaboration with development teams and management of visual assets, websites and promotional materials.

Graphic Designer — 2012 - 2013

MSC Crociere (Varese - Italy)

Designed and produced animated Flash and GIF advertising banners for MSC Cruises digital marketing campaigns across major online platforms and advertising networks, including Yahoo, Google, Zanox, Class Editori, Mediamond, SSC Napoli and Valencia CF.

EDUCATION

European Web Designer Certification
2005 — Post-diploma professional qualification and European certification in web design Regione Lombardia.
Computer Science Studies
2001–2003 — University of Insubria Varese, Italy.
Artistic High School Diploma
2000 — Liceo Artistico A. Frattini Varese, Italy .