

# Michela Tannoia

ILLUSTRATOR AND DESIGNER

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## PROFILE

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I am a hands-on, multidisciplinary designer with over 15 years of expertise in design and illustration. I am passionate about my work, immersing myself in each project and treating it as if it were my own. Deeply committed to the creative process, I leverage my knowledge to craft unique designs that effectively fulfill their purpose

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## CONTACT

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**Website** [www.beenest.ink](http://www.beenest.ink)

**Tel** +39 328 7622689

**Email** [michela.tannoia@gmail.com](mailto:michela.tannoia@gmail.com)

**Time Zone** CET GMT+1

## SOFT SKILLS

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Imaginative

Research-oriented

Versatile

Proactive

Large-scale design thinking

## TOOLS

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Adobe Photoshop

Adobe Illustrator

Procreate

Figma

Nib and Pen

Multiple color techniques

## PROFESSIONAL EXPERIENCE

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### ● 2017 - Present

#### MULTIDISCIPLINARY DESIGNER

BEE IN A NEST, VERONA, ITALY

I am currently collaborating with important Italian creative agencies, contributing to a range of projects such as crafting illustrations for wine labels, providing design consulting services, and engaging in textile design.

#### KEY SKILLS

##### Creative Design

Crafting original captivating patterns and illustrations, drawing inspiration from nature and the European fine arts of the 19th century.

My working technique differs from traditional ink lines, concluding with markers, watercolors, or digital colors.

##### Technologies

Proficient in design software such as Adobe Illustrator, Photoshop, Figma, Procreate.

##### Market Trends

In Italy, I attend sector fairs for fabric, packaging, and wine to always stay in line with the trends of these industries.

Furthermore, every day I dedicate time to researching and discovering new interesting brands and creatives.

##### Clients

Pizzolato, Terre Cevico, Enoitalia S.P.A., Poliziano, Scopone, Tenuta SalvaTerra, Azienda Coali, Franc Lizèr, Enoteca della Valpolicella.

##### Creative Agencies

Aldo Segat Studio, Quinto Lancio, Advision, Onice Design Studio, Coo'ee Italia

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## EXPERIENCE

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● 2022 - Present

### FASHION DESIGN TEACHER

Since 2022, I taken on the role of a fashion design instructor at the Le Grand Chic Fashion Technical Institute in Verona

● 2018 - Present

### ARTWORKS FOR APPAREL

With my experience as a fashion designer in recent years, I have developed a vast archive of artworks inspired by nature and symbolism that are regularly sold in-store at Officina Pixel in Verona and [online](#)

● From October 2021 to November 2022

### UX & PRODUCT DESIGNER

LA CANTINA PIZZOLATO, VILORBA, ITALY

At Pizzolato Winery, a leading organic wine producer based in Treviso, I managed the creation of three websites in 2021 and 2022. Responsible for project management, content resourcing, and coordination of multiple professionals, I developed online platforms including the institutional La Cantina Pizzolato site and wineshop (lacantinapizzolato.com - shop.lacantinapizzolato.com), Casale Terzo, a website for the Winery's new estates in Tuscany (casaleterzo.com), and Sunny Farm, a site for a capsule wine collection where I also designed the labels (sunnyfarm.it).

● From November 2020 to September 2021

### CONTRACTOR UX & PRODUCT DESIGNER

FLIPILET, LONDON UK

Fliplet is a prefab app builder platform that allows clients to create custom apps from prefabricated open-source components.

As contractor senior product designer I focusing primarily on the renovation and the creation of the templates offered by Fliplet.

My secondary roles were to help the marketing team with the renovation of the website (design not online yet) and review Studio, the app builder.

● From April to August 2016

### CO-LEAD UX/UI DESIGNER

IMMOBILIEN SCOUT24 - NOVODA - BERLIN, GERMANY

At Novoda, a leading digital product agency, I co-led a project for Immobilienscout 24 in Berlin, one of their key clients. As a UX designer, I collaborated with a specialized team to rebuild the mobile app's filters section, implementing a refined and high-level user-centric approach.

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## EXPERIENCE

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● From March to November 2015

### LEAD SERVICE AND VISUAL DESIGNER

CONICHI - BERLIN, GERMANY

As part of the startup Conichi, I played a key role in bringing the brand to life by providing service design and handling the UX/UI and visual design for the entire platform, including the marketing website and iOS apps. I contributed to the product's success, ensuring a refined public presentation to users and customers. Conichi officially launched on Sept 9th, 2015, gaining recognition from **The Verge** and prominent German newspapers

● From 2013 to 2015

### UX & VISUAL DESIGNER

MULTIPLE WEB AGENCIES

From November 2013 to July 2015, I navigated diverse roles in the dynamic field of digital design. As Co-founder and Lead Designer at Belocal from November 2014 to July 2015, I played a pivotal role in creating a native app for Android and iOS that connects travelers with independent guides worldwide, fostering cultural exchange. Additionally, I handled Service Design, UI/UX/Visual Design, and contributed to business management, **leading Belocal to win the Top 5 CreativePool Web Design Award 2015.**

In my tenure as a UX & Visual Designer at Wilson Fletcher in London from June 2014 to January 2015, I honed my skills by working on significant projects for international clients such as **Sky and BT Sport.**

Earlier, from November 2013 to June 2014, as a Junior Contractor UX & Visual Designer at Cronycle, I contributed to the design and branding of a product that filled the void left by Google Read, earning accolades like the **Editors Award at CES 2014 in Las Vegas.**

● From 2012 to 2013

### JUNIOR CONTRACTOR UX & VISUAL DESIGNER

MULTIPLE CLIENTS

**Clients:** Intesys, The Mobile Lab, Quipper Ltd, Squallstar Studio, Perfect Dimension, Shutterfly

**Jobs:** Logo Branding, UX/UI, Visual (full-responsive websites and apps) for private clients and start-ups in London.

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MULTIDISCIPLINARY DESIGNER

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## EXPERIENCE

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● **From April 2008 to July 2012**

**FASHION DESIGNER**

YOU LOOK SO FINE - VERONA, ITALY

YOU LOOK SO FINE is a fashion consultancy which offers creative advice to Companies that develop fashion collections for children and kids.

After school for 4 years in this beautiful office, I developed all my knowledge about search trend, design, project management, drawing software and of course the experience to create from scratch children wear collections that have been produced and sold in most of the world.

## EDUCATION

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● **2005 - 2008**

**LE GRAND CHIC DI VERONA**

VERONA - ITALY

**Degree:** Certificate in Professional Fashion Design.

**Study subjects:** Stylism, model making, tailoring, marketing, commodities.

● **2001 - 2005**

**UMBERTO BOCCIONI HIGH SCHOOL OF ART**

VERONA - ITALY

**Degree:** Diploma of art education

**Study subjects:** Decoration, sculpture, Anatomy art, Architecture

## LANGUAGE PROFICIENCY LEVELS

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- **Italian** – Native language
- **British English** – Working fluency

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CV drawn up in the form of self-certification Art 46-47 Presidential Decree 445/2000. The undersigned declares under his own responsibility, aware of the penalties provided for by Article 76 Presidential Decree 445/2000, that what is contained in the present curriculum vitae corresponds to truth. I authorize the processing of my personal data pursuant to art.13 AD. LGS. 30 June 2003 n ° 196 - "Code regarding the protection of personal data" and art. 13 GDPR 679/16 - "Regulation European on the protection of personal data".

San Pietro in Cariano (VR), 29/01/2024

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