



ALESSANDRA ROCCHETTI

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www.alessandrarocchetti.com

WORK EXPERIENCE

2003–2016 Creative Director @ QUERCIABELLA

Responsible for all branding, editorial, packaging, POS and identity design for exclusive fine wine label, including photography art direction and direct working relationship with Marketing Communication Manager Stephanie Cuadra on communication and marketing strategy.

2005–PRESENT Freelance Art Director · LONDON & ROME

Main Clients: Bluround®, Eavesdrop Films, Focus Features, .GROW, Klein Verzet, Magnetic Media Network, The Olive Bureau, Österreich Institut, The Place (Contemporary Dance Trust Ltd), Quercia al Poggio, RM Makeup, SAID, Sea Shepherd, Stormy Minds, The Maestri Ltd, Wall's.

2001–2005 Freelance Designer · ROME

Main Clients: ABI Training, Alfa International, Alfredo's Gallery, Alisi Jewelry, Artesia, Banca delle Marche, Cinecittà Holdings, Giorgio G, INA Assitalia, Nissan, Inarea, Young & Rubicam Group.

1997–2001 Art Director @ CLM & Co · ROME

Main Clients: Ariston, Bulgari, Carrefour, Editalia, Experian, Metrebus Card, Panorama Ipermercati, Italian Post Office, Rocchetta Mineral Water, Telecom Italia, Unidata, Zivago.

1996–1997 Designer @ Roger Black Incorporated · NEW YORK

Main Clients: Newsweek, Svenska Dagbladet, Tages-Anzeiger, Men's Health, Chicago Cranes.
Restyling of NW Millenium section, restyling of TA logo, and general restyling of editorial projects.

1995–1996 Designer @ EPR · ROME

Confartigianato, Dicofarm, Consorzio Obbligatorio degli Oli Usati, Cisl.
Responsible for brochure design, editorial, packaging, corporate identity and Confartigianato 50th anniversary logo.

1995 Freelance Designer @ Sebastiani & Co · ROME

Colgate–Palmolive and British Airways.

1994–1995 Font designer @ Design Lab Srl · MILAN

Collaboration with type designer Jane Patterson in designing and producing Nippon, Rigatoni, Dattilo, Global and Soho fonts. Digitized La Gazzetta dello Sport Magazine logo.

1992–1995 Designer and Illustrator @ Roger Black Europe · MILAN

Il Mondo, Anna, Novella 2000, Italia Publisher and Panorama.
Collaboration on restyling editorial publications.





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SKILLS

SOFTWARE Adobe InDesign +++
Adobe Photoshop +++
Adobe Illustrator +++
FinalCut ++
Keynote ++
Adobe DreamWeaver +
Adobe After Effects +

LANGUAGES Italian, native
English, fluent
French, basic
Learning Japanese

EXTRA

PHOTOGRAPHY **Mongrana & Turpino labels** · Querciabella fine wines (2010–2014)
Greve in Chianti ITALY.

Birdwatching 4x4 · Benjamin Vandewalle (2014)
GDIF 2014 · London.

The Palm of Your Hand · Vera-T production (2014–2016)
*Royal Academy of Arts London; The Place, London;
Soulmates XL #5, Ostend BELGIUM.*

SoundBed · Vera-T production (2011–2014)
*The Place, London; Bloomberg Space, London;
Central Saint Martins, London; Sadler's Wells Theatre, London.*

FILM **SoundBed** · Vera-T production (2014)
Promotional video and trailer · Filmed and edited.

Shutter Island · Directed by Martin Scorsese (2008)
Behind-the-scenes film of makeup SFX · Filmed and edited.

Acaluma Films Production (2001–2007)
Contributor.

Vida Provida · Directed by Magda Hussein (2007)
Feature length documentary · Editing.

G.R.A. Graffiti Roman Art · Directed by Emanuele Costantini (2006)
Award-winning feature length documentary
Co-author. Editing & filming.

Fuoritempo · Directed by Alessandra Rocchetti (2004)
Short film (Special Mention) · Produced, directed & edited.

Julius Caesar · Directed by Uli Edel (2002)
Feature length backstage · Filmed and edited in Malta & Bulgaria.

