

GISELLA PENAZZI

ART DIRECTOR · CREATIVE CONSULTANT · SENIOR GRAPHIC DESIGNER

REMOTE COLLABORATION · ITALY / INTERNATIONAL

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PROFESSIONAL PROFILE

Art Director and Creative Consultant with extensive experience in visual communication, complex project management and creative team coordination. Throughout my career, I have developed a strong ability to mediate between client needs, project objectives and production dynamics: I bring together different viewpoints, constraints and priorities and turn them into a clear direction and practical, workable solutions. I combine creative vision, design expertise, organizational skills and strong interpersonal abilities.

AREAS OF EXPERTISE

- **Art direction:** concept development, visual identity, design and creative supervision.
- **Client and stakeholder management:** listening, understanding needs, managing expectations and building effective dialogue.
- **Project management and coordination:** organizing activities, priorities, timelines and creative resources from definition through delivery.
- **Mediation and problem solving:** balancing different needs, addressing critical issues and finding practical solutions without losing sight of objectives and quality.
- **Creative team coordination:** designers, creatives, animators and production staff; allocation, coordination and supervision of work.
- **Visual storytelling:** graphic design, illustration, animation, video and cross-media communication.
- **Web and digital content:** website design and development, video presentations and digital communication materials.

PROFESSIONAL EXPERIENCE

GIRO1 - Art Director

JANUARY 2026 – PRESENT

- Responsible for managing and developing client relationships, coordinating creative projects and the executive graphic design team.
- Supervision of the creative process, bridging client needs, project development and production.
- Management of priorities and operational challenges, with a solution-oriented approach.

b.net s.r.l. – Art Direction and Creative Team Coordination

2013 – 2025

- Coordination, design and production of graphic materials and content for advertising campaigns, digital communication, events and installations for national and international brands.
- Client and stakeholder management, from concept definition through final delivery.
- Coordination of creative and production work and management of projects involving different timelines, priorities and stakeholders.
- Clients included Procter & Gamble (Max Factor, Braun, Oral-B, AZ, Olaz, Pantene, Infasil, Head & Shoulders), Duracell, Angelini Pharma, Johnson & Johnson, PagoPA S.p.A.

Promos.com s.r.l. - Art Director

2008 – 2013

- Coordination and production of communication projects for Public Administration.
- Regione Lazio – Departments for Consumer Protection and Agriculture; ARSIAL – Agency for Agricultural Innovation; Italian Ministry of Agricultural and Forestry Policies.

b.net s.r.l. - Graphic Designer

2004 – 2008

- Joined as a Graphic Designer and progressively took on greater responsibility in project management and in coordinating design, production and stakeholders.
- Graphic design and production of advertising campaigns, events and multimedia materials.

COLLABORATIONS AND PROJECTS FOR ORGANIZATIONS AND ASSOCIATIONS

Apeiron – Italian Association for Psychodrama – Visual and Digital Communication

FROM 2013 TO PRESENT

- Website design and development for the association.
- Graphic design and visual communication for events and conferences.
- Production of video presentations and informational materials.

SIPsA – Italian Society of Analytical Psychodrama – Visual Communication

FROM 2013 TO PRESENT

- Graphic design and communication for activities, events and conferences.
- Development of digital materials and communication assets.
- Collaborations with organizations in the psychoanalytic and psychodrama fields, creating visual and digital communication tools for specialist content, training activities, events and conferences.

SELECTED PROJECTS & BACKGROUND

Animation, Film And Audiovisual Projects

1994 – 2004

- Collaborations with Interno ZERO, EDI Group, Cineteam, Frame by Frame, Light Box, Pink'Op and Graphilm.
- Head of the 2D animation department for 3 years at Frame by Frame: animator coordination, title sequences, storyboards and animation.
- Author of short films selected for international festivals (Annecy, Montréal, Cinanima): Nodo alla Gola, Una giornata in campagna, As You Like, Mr. Worry (animated promo for BNL).
- Design and production of animated title sequences for Officine UBU and AWWAV – A world with a view.

FILM AND MULTIMEDIA PROJECTS

ADE - Agenzia delle Eterne

Animated series, project awarded funding through a call by the Italian Ministry of Culture (MiC): concept, story, design, pre-production, character design and art direction.

Prima di Tutto - Marco Puccioni

Concept and production of the opening animated fairy tale for the documentary: storyboard, layout, character design and animation. Integration of cinematic storytelling and illustrated language.

Fellini e l'Ombra - C. McGilvray

Concept and production of animation for the docu-fiction: storyboard, layout, character design and animation. Development of a visual language to represent dreams, the unconscious and emotional experience.

La Dolce Arte di Esistere - Pietro Reggiani

Graphics, animated simulations and interactive content; visual effects and narrative support through integrated animation.

FAO – Food and Agriculture Organization – Audiovisual Communication

Production of institutional videos.

Università La Sapienza – Rome – Graphic, Multimedia and Branding Projects

2005 – 2013

Interactive project Manuale di codifica dei gesti; video production for ICRA07, the international robotics conference; visual identities for European projects SAPHARI, COMPANIONS and PHRIENDS; branding for international events WINE 2009 and WSDM 2013.

Istituto Rielo – New York – Visual Communication and Web

Visual communication and website for the documentary The Heart of a Murderer by C. McGilvray.

EDUCATION

Centro Sperimentale di Cinematografia - Roma - Film di Animazione d'Autore

1992

Specialized training in directing, animation drawing, screenwriting, editing, sound design and mixed techniques.

TECHNICAL SKILLS

- **Art direction:** graphic design and visual communication.
- **Animation and video:** digital and traditional animation, video editing.
- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, After Effects, Animate, Premiere Pro, Final Cut.
- **CMS:** WordPress (Base and Plus certifications), Joomla.
- **Generative AI:** use of AI tools for workflow optimization and visual content production.
- **Project management:** Trello for organization, project management and teamwork.

CLIENTS AND STAKEHOLDERS

Experience with national and international brands, companies, Public Administration, institutional organizations, universities, associations and organizations in the film and audiovisual sector.

LANGUAGES

- Italian: native.
- English: intermediate.

FOR NEW PROJECTS

External collaborations and remote consulting in art direction, visual communication, creative design and project coordination, for agencies, companies, institutions and organizations.