



# Andrea Zito

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📁 andreazitoportfolio.com

## ART DIRECTION | SEMIOTICS | MOTION & ILLUSTRATION

I have a particular interest in semiotics applied to communication design. In each project I combine aesthetic quality with a human-centered approach to create impactful and socially accountable contents.

## WORK EXPERIENCES

**From 02/2019 to 05/2022**  
**3 years apprenticeship**  
Company: **LESSISMORE S.r.l**  
Location: **Bologna, Italy**  
Role: **Art director**

**From 05/2018 to 05/2018**  
**2 weeks internship**  
Company: **The Brand Company**  
Location: **Parma, Italy**  
Role: **Graphic designer**

## EDUCATION

**From 12/2018 to 07/2022**  
Master's degree: **Semiotics**  
University: **Alma Mater Studiorum - Università di Bologna**  
Graduation grade: **110/110 cum laude**

**From 09/2015 to 11/2018**  
Bachelor's degree: **Communication and graphic design**  
University: **NABA - Nuova Accademia di Belle Arti, Milano**  
Graduation grade: **110/110 cum laude**

**From 09/2010 to 07/2015**  
High school: **Liceo Classico P. Galluppi, Catanzaro**

## SKILLS

### Adobe Suite



### Preferred fields

- Brand design
- Motion and Illustration
- Web design and interaction design
- Print and digital editorial design

### Other skills

- Semiotic analysis
- Decision making
- Flexibility and multidisciplinary skills
- English level: B2
- Procreate and freehand illustration
- Storytelling and video editing

### Other passions

- Playing piano and guitar
- Painting
- Cooking
- Travelling
- Films and TV series