



Mimi di Ciaula

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I build visual identities that tell your story.

As a Senior Graphic & Creative Designer, I help brands stand out through strategic design and powerful visual storytelling. My approach is rooted in my *signature project Soul-Letters®*, where I explore the deep connection between emotions and visual expression. I bridge the gap between business goals and aesthetics to create identities that resonate and convert.

WORK EXPERIENCES

01/2008 - Present

MIMI GRAPHIC E WEB DESIGN - Graphic & Creative Designer - Owner Remote

Senior Creative Consultant & Owner at Mimi Graphic and Web design. Leading visual identity and digital projects for global brands like Epson Japan, MTV, Nickelodeon, and Douglas. I bridge strategy and design across Italy and Greece to deliver high-impact branding. Led international projects and full-cycle brand development from concept to final delivery

01/2000 - 01/2008

MATRIX COMMUNICATION - VIRGILIO WEB SERVICES - Art Director Milan, Italy

Oversaw graphic design projects focusing on brand identity, interface design, and usability enhancing client engagement and satisfaction.

- Concept Development: Conceptualized and executed 360° communication projects, from initial moodboards to final digital assets, aligning with business objectives.
- Stakeholder Management: Collaborated closely with marketing and product teams to translate complex requirements into engaging user experiences and visual narratives.
- Design Quality: Oversaw the production process to ensure all creative output met high industry standards and resonated with a large-scale online audience.

01/1997 - 01/1999

DESIGN CONTINUUM - Art Director Milan, Italy // Boston, USA

- Designed graphics for Atomic, Skis, and Skiboats collections for 1998/1999/2000
- Created compelling colour and graphics for Oxygen inline skates and Head skis
- Produced medical illustrations and graphics for Boehringer Mannheim
- Developed packaging and graphical content for the Epson Stylus Photo 750 Millennium Edition, winning the Product Design Award 2000 at the **IF Industrial Forum Design Hannover**.

01/1996 - 01/1997

MATTEO THUN & PARTNERS - Graphic Designer Milan, Italy

- Supported the product design team by developing applied graphics and visual elements for a variety of industrial design projects.
- Assisted in the creation of technical layouts, patterns, and branding details for high-end products and accessories.
- Collaborated on the preparation of presentation materials and visual documentation for client meetings and internal reviews.

EDUCATION - ADVANCED WORKSHOPS & INTERNATIONAL PROGRAMS

- 1991 - 1995 **Istituto Europeo di Design - Graphic Design**
Milan, Italy
- Achieved the highest distinction with a score of 100/100.
- 1994 **Glasgow School of Art**
Glasgow, Scotland
- Completed a stage at Glasgow School of Art, gaining hands-on experience in graphic design.
- 1995 **PALAZZO FORTUNY**
VENICE, ITALY
- Participated in the "Fortuny Graphic" workshop led by esteemed designers David Carson, Tibor Kalman, and Hamish Muir.
- 1997 **Fabrica Workshop**
VENICE, ITALY
- Engaged in the workshop "Life, Death, and Fashion" under the expert guidance of David Carson.
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TEACHING EXPERIENCES

- 2002 Master "Product graphic 2002"
IED - Istituto Europeo di Design // **Milan, sponsored by PIAGGIO motor**
- 2003 Master "Product graphic 2003"
IED - Istituto Europeo di Design // **Milan, sponsored by Rossignol skis**
- 2008 Logotype design and corporate identity
IED - Istituto Europeo di Design // **Venice**
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CORE SKILLS

Creative Direction · Brand Strategy · Visual Identity Systems · Art Direction · Concept Development · Adobe Creative Suite · Packaging & Editorial Design · UX/UI Fundamentals · Client Management · Strategic Storytelling

LANGUAGES

ITALIAN - MOTHER LANGUAGE
ENGLISH - FLUENT
GREEK - INTERMEDIATE

PASSIONS

Art, Contemporary Culture, Nature, Visual Research, Movement & Dance

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