

alessia

PETRICCA LINDORF

CHECK OUT [ALESSIAPETRICCALINDORF.COM](https://alessiapetriccalindorf.com)
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education

UNIVERSITY OF MIAMI
MIAMI, FLORIDA
2020 - 2022
B.S.C. CREATIVE ADVERTISING
GPA 3.809

SCHOOL OF THE MUSEUM OF
FINE ARTS AT TUFTS UNIVERSITY
BOSTON, MASSACHUSETTS
2018 - 2020
B.F.A. GRAPHIC ARTS

software

ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE INDESIGN
ADOBE LIGHTROOM
GOOGLE WORKSPACE
FIGMA

skills

ART DIRECTION & PHOTOGRAPHY
PRINT & EDITORIAL DESIGN
USER INTERFACE DESIGN
LEADERSHIP EXPERIENCE

languages

BILINGUAL IN SPANISH & ENGLISH
PROFICIENT IN ITALIAN

work experience

GRAPHIC DESIGNER

SHOMA GROUP - CORAL GABLES, FL
JUNE 2023 - PRESENT

Design and execute visual content across print and digital platforms for Shoma Group's residential and hospitality properties. Translate brand strategy into compelling visuals with a focus on cohesive storytelling, layout, and design systems. Act as a primary visual lead for Shoma Bazaar, shaping the brand's aesthetic across social, web, and marketing channels.

CREATIVE FOCUS: print & editorial design, email + sms marketing, copywriting, art direction, photography.

VICE PRESIDENT OF CREATIVE

ORANGE UMBRELLA STUDENT CONSULTANCY
UNIVERSITY OF MIAMI - CORAL GABLES, FL
AUGUST 2022 - DECEMBER 2022

Led the creative department of the university's student-run agency, overseeing internal and external branding initiatives. Directed visual strategy for real clients, managing cross-functional teams of designers and copywriters while ensuring high-quality creative output.

CREATIVE FOCUS: branding, logo design, art direction, photography, leadership, client relations.

GRAPHIC DESIGNER

VCV AGENCY - MIAMI, FL
FEBRUARY 2022 - DECEMBER 2022

Designed branding and social media content for a diverse client base, with a focus on cohesive visual identity and cross-platform consistency.

CREATIVE FOCUS: logo design, print design, social media.

