MARIA DANIELA BAGNATO

Digital Project Manager

🎂 August 17th, 1990
Lucera (FG)

CONTACT ME!

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🌐 Rome, Italy

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MY VALUES

I believe in freedom, changes and trying my best. I think that the most dangerous phrase in the language is "we've always done in this way". I believe in altruism, aid and asking help, because sharing a goal with 'cheers' and beer is more grateful than enjoying on my own. I believe in mistakes, because I learn from them and only those who do nothing never make mistakes. I am curious, I use to observe people and situations to deeply understand them. I love travelling, tasting, drawing, exploring and dream analisys. I play yoga because of its positive effects on spirit and body and every morning I practice mindfulness meditation. Since I was a child I draw clothes, then I learned sewing. Now I wear my "attempts" full of mistakes and story that make me so proud.

EXPERIENCE

2017 - now

Digital Project Manager
Iccrea Banking Group - Rome, Italy

- Managing the whole process from design to development of digital projects according to Human-Centred Design Approach and Agile methodology
- Designing User Experience and User Interface solutions in order to meet stakeholders' needs and to respect all the requirements
- Assisting with the creation of project scopes and proposals (deliverables, schedules, budgets, etc.) and ensure the project is delivered on time and on budget

Main projects:
- Intranet UX design and content reorganisation
- B2B website architecture and design giving information and product guidelines
- Intranet App design and development
- Designing online library for employees

2015 - 2017

Marketing and Communication Specialist
Iccrea Banking Group - Rome, Italy

- Managing the editorial plan and content output for all the corporate channels
- Ensuring graphic and identity compliance with brand lineguides
- Organising corporate events with creative agencies
- Crafting marketing materials facilitating both internal and external communications
- Creating and managing email campaigns using MagNews tool
- Providing accurate reports and KPI analysis using Piwik software

2014 - 2015

Collaboration with Professor Sergio Barile - Management and Performance Measurement
Sapienza University in Rome

- Supporting students in writing degree thesis
- Collaborating in research projects and university exams

EDUCATION

2020

UX/UI Design with Adobe XD
Udemy Academy

2020

UX & Web Design Course: Strategy, Design, Development
Udemy Academy

2014 - 2015

MBA - Marketing Management
Sapienza University in Rome

2012 - 2014

Master's Degree in Business Management and Marketing - final mark 110/110 cum laude
Sapienza University in Rome

SKILLS

Technical

Project Management	Adobe Photoshop
UX/UI Design	Adobe Illustrator
Information Architecture	Adobe InDesign
Web Analytics	Adobe XD
HTML Fundamentals	Microsoft Office
CSS Fundamentals	CMS Software-Microsoft SharePoint

Soft

Enthusiasm	Leadership
Irony	Power of observation

Languages

English - C1, Advanced	French - B1, Intermediate
Business English Course - British School of Rome	Spanish - B1, Intermediate
General English Course - EF School of Los Angeles	

Interests

Travelling and exploring	Cooking and Wine-tasting
Yoga and meditation	Salsa and Bachata dance

Other

Basic Life Support (BLS) Certificate	Driving licence B