

# LEGHISSA ALESSANDRO

**Graphic and Product Designer, startupper in love with Technology and Innovation**

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Date of Birth 2<sup>nd</sup> February, 1988  
Iscritto alle categorie protette (L.68/99)

**[www.aleleghissa.com](http://www.aleleghissa.com)**

## WORKS

OZ RACING - SPARCO 01/2015 - now  
**Freelance Product Designer**  
Concept and 3D modeling of OZ Rally Racing wheel, Sparco Podio wheel, and MSW 30 wheels

LEO BURNETT Milano 04/2018 - 01-2021  
**Creative and Product Designer**  
3D modeling and rendering for stand, interiors and product for McDonalds, Sky, Ferrero, Ichnusa, Philip Morris

TEAM DABA DRIFT 07/2017 - 09/2017  
**Freelance Digital Designer**  
Facebook Strategy and Visual for car racing company (Davide Bannò and Graziano Rossi Team)

TEXTURIZATION Srls 10/2014 - 12/2015  
**Startup Co-founder - Art Director**  
"Bracelite - Bracelet and band for Apple Watch" Product design, UX/UI & launch on Kickstarter

LUCA-DESIGN 02/2016 - 06/2016  
**Freelance Graphic Designer**  
Graphics for vinyl wraps, stand realization for Cannes Yatching Festival 2016

H-FARM - Life interaction 03/2015 - 10/2015  
**Freelance Graphic Designer**  
UX-UI, 3D rendering, photo-retouch, web and social campaigns for Carlsberg, Slowfood, Granarolo.

VENEZIA HOME DESIGN SRL - Furniture Made in Italy 10/2014 - 01/2015  
**Freelance Interior Designer**  
3D rendering, photo-retouch

MARSÉLL - Shoes and Bags Made in Italy 01/2014 - 04/2014  
**Graphic Designer**  
LookBook season FW 14 15, photo-retouch, social network campaigns

FREELANCE 06/2012 - 02/2014  
**Designer**  
Graphics, 3D modeling and rendering

FORNASARICARS SRL - Luxury automotive 9/2010 - 6/2012  
**Graphic & Designer**  
Design of Fornasari GTS CONCEPT CAR, brochure and stand for GENEVA AUTO MOTOR SHOW 2011  
Photo-retouch, corporate image, layout and graphics of corporate website, rendering

## AWARDS

2016 **CAME Design Award** - Honorable Mention with "Slim" innovative domotic project

2015 **OZ Racing - ReDesign the wheel** First Prize Design Contest with "OZ Rally Racing wheel" project

2015 **"Ex Machina" powered by Porsche & H-Farm Ventures** First Prize Startup competition - Texturization project

## EDUCATION

IUAV University of Venice 10/2007 - 11/2010  
**Bachelor Degree in Graphic and Industrial Design**

ISA SELLO - Art Institute 9/2002 - 6/2007  
**High School Diploma in Graphic Design**

## SKILLS

Italian language: Mother Tongue - English: Good

Organizational skills Leadership and group leading, due to work and Scout experience - now responsible for 30 children and 3 adults

Computer knowledge MacOS & Windows Adobe Photoshop, Illustrator, InDesign, Sketch, Wordpress basics, MailUp, Maxxon Cinema4D, Luxion Keyshot, Google Sketchup, Microsoft Office Suite

Hobbies and interests Boy Scout leader since 2006, Internet of Things, motors, guitar, mobile phones and Android modding

Driving licence B (for cars)