



# DIEGO ROVELLI

*Content Designer, Copy, Ux Writer, Journalist*

## CONTACT

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## EDUCATION

### MASTER DEGREE

2011  
Theories and Technologies of Communication  
Bicocca University

## COMPUTER SKILLS

Sketch  
Adobe Suite  
Microsoft Office Suite  
Invision  
CSS/HTML  
Wordpress

## MORE

Founder, president @BMradio.it since 2007

Journalist, producer and video editor @Corriere.it/Gazzetta.it  
07. 2012 - 12. 2016

Speaker, author @Radio24/Radio Popolare/Radio2/Radio Marconi  
2010 - 2016

## ABOUT

I work with media, web and marketing for over 10 years. I have many experiences, such as journalistic and radio newsrooms, media agencies and marketing companies. Now I'm in a Digital Design Studio and my main activities are Information Architecture, Content Strategy, Label and Microcopy, Customer Journey. I'm very comfortable working in group sharing ideas and infos. I learn fast and think strategically, creative and focus on goals. Huge passion for music and new media.

## CORE QUALIFICATIONS

- |                               |                      |
|-------------------------------|----------------------|
| Creativity                    | Leadership           |
| Writing, Copy and Microcopy   | Communication        |
| User Experience and Usability | Teamworking          |
| Content Strategy              | Strategic Planning   |
| Information Architecture      | Visual Presentations |
| Project Management            | Public Speaking      |

## LATEST EXPERIENCE

### CONTENT DESIGNER AND UX WRITER

*Digital Entity - NTT DATA | Feb 2018 - now*

- I'm in the Content Strategy Team, working actively in any projects or concepts, from scratch to end.
- I get a deep understanding of the user as well as the products, researching who is the user, how he will interact with the product.
- I work from the wireframe/prototype stage to boost the usability and functionality of the product to detail design.

### COPY AND COMMUNITY MANAGER

*TRND | Apr 2017 - Feb 2018*

- Active part of the operating team of TRND.
- Creating concept and editing offline and online text documents for collaborative marketing campaigns. Management of a team of external collaborators.
- Understanding and analyzing customer communication strategies.

### COORDINATOR AND STATION MANAGER

*IULM University | Feb 2016 - Apr 2017*

- Radio laboratory coordinator and Station Manager of Radio IULM.
- Teaching radio skills, creation of new format and radio shows.
- Tutor and examiner for History of Radio course.