

GIULIA BICHELLI

GRAPHIC DESIGNER

Brand identity, packaging and web design

10119 Berlin | giuliabichelli@gmail.com | +49 176 72289113

Portfolio: giuliabichelli.com

PROFESSIONAL SUMMARY

I design brand identities, packaging, websites and communication materials for small businesses and professionals. My work includes Eco For Real's identity and packaging, A21 Consulting's website, and printed and editorial materials for clients. Alongside freelance design, my background includes founding and running an e-commerce business.

DESIGN SKILLS

Brand identity | Packaging and labels | Print and editorial design

Presentation design | Web design | E-commerce content

PROFESSIONAL EXPERIENCE

Graphic & Brand Designer (Freelance)

A21 Consulting and other clients | Jan 2024 - Present

A21 Consulting role: Marketing & Customer Care Manager

- Design company profiles, presentations, newsletters and training materials for A21 Consulting, working directly with the founders.
- Created A21 Consulting's new website and maintain its pages, content and online forms.
- Design report layouts for EnneaTest®.
- Create printed materials presenting study programmes and services for Metis di Roberta Dieci.

Founder & Brand Designer

Eco For Real | 2020 - 2024

Household cleaning brand created within YOLEE; sold in 2024.

- Created the brand's visual identity, packaging, product labels and product graphics.
- Designed launch materials and digital content for marketing the products.

GIULIA BICHELLI

Founder & E-commerce Manager

YOLEE | Jul 2019 - Dec 2023

Vegan and plastic-free product distributor serving over 150 business customers and 2,000 private customers in total.

- Created and managed the company's website and B2B/B2C e-commerce platform in PrestaShop.
- Produced visual content for the website, social media and email campaigns.

Office Coordinator

IBT SRL | Jul 2014 - Dec 2018

Italian distributor of electrical equipment.

- Created graphics for product catalogues and promotional materials.
- Created a new B2B website that simplified order processing and reduced website management costs by over 70% compared with the previous site.

TOOLS

Design: Adobe InDesign, Illustrator, Photoshop, Figma, Canva

Web & e-commerce: WordPress, Elementor, Hostinger, PrestaShop

Presentations & email: PowerPoint, Brevo

EDUCATION & CERTIFICATIONS

Google UX Design Professional Certificate | Google / Coursera | Aug 2025

Google Data Analytics Professional Certificate | Google / Coursera | Nov 2024

Master's Degree in Law (Laurea Magistrale in Giurisprudenza)

University of Parma, Italy | 2007 - 2014

LANGUAGES

Italian: Native | English: C2 (EF SET, Sep 2025) | Spanish: C1

German: B1 certified (Volkshochschule Berlin, Jun 2026).

B2 vocational language course (400 hours) in progress; exam planned for Feb 2027.