

Zoë Alanna White

Corso Regina Margherita 146 - 10152 Torino
+39 340 28 98 417 cell / +39 011 436 6956 landline
zoe.white.design skype
www.zoewhitedesign.com
zoelannawhite@gmail.com

EDUCATION

1994 **Harvard University, Cambridge, MA.**
A. B. Magna Cum Laude in Visual and Environmental Studies received in June 1994. Specific area of concentration: photography. Transferred from Yale University January 1992.

WORK EXPERIENCE

08/2005 - present **Freelance, Turin, Italy**
Clients/projects include: Le Monde Interactif (FR), Novartis AG (Switzerland), Yale School of Management (USA), Mainsail (USA), Evolutiva (IT), William Morris Agency (USA)

09/2000 - 07/2005 **Factotus, Turin, Italy**
Lead designer and Information Architect. Oversaw user interface for one of Italy's premier personal electronics e-commerce sites. Responsibilities included brand development (logo design, stationary, business cards); web site design (information architecture, graphic design); front-end programming (Html, Jhtml, Javascript, Css, Xsl); and the creation of marketing materials (print ads, banner ads, T-shirts).

12/1998 - 08/2000 **ditherdog, Boston, Massachusetts, USA**
Lead Designer. Managed design consulting arm of ditherdog, a small multimedia and video game design firm. Responsibilities included project management, graphic design, information design, programming, maintaining client relationships, and acquiring new business.

06/1999 - 03/2000 **Katherine Gibbs School, Boston, Massachusetts, USA**
Taught introductory-level classes in design and drawing as part of an Associates Degree program at a small private college. Developed weekly lesson plan in addition to working with students in an intimate classroom situation.

08/1997 - 10/1998 **Ivy Productions, Boston, Massachusetts, USA**
Graphic Designer. Worked in conjunction with content, marketing, and programming teams to design and compress graphics for use on the www.experienceonline.com web site. Conceptualized and executed print advertisements targeting the college market. Created promotional posters for marketing team.

11/1996 - 07/1997 **Ivy Productions, Boston, Massachusetts, USA**
Web Content Manager. Managed a web site for a small educational software company. Acted as a liaison between the content and production teams. Responsible for designing web site navigation as well as researching and writing material posted on the site. Work included monitoring site for mistakes and brainstorming ideas to improve the site.

11/1994 - 08/1995 **Zalisk Martin Associates Inc., Cambridge, Massachusetts, USA**
Researcher/Illustrator. Researched a variety of scientific and historical topics for use in museum exhibits nationwide. Produced illustrations for use in educational exhibits.

GRANTS AND FELLOWSHIPS

- 09/1995 - 07/1996** **Mortimer Hays-Brandeis Traveling Fellowship**
Selected from a pool of over 60 applicants to receive a fellowship supporting a project to travel along the 30th parallel photographing the spread of American pop culture throughout the world.
- 09/1993 - 05/1994** **Ford Grant**
Completed a nine month photographic study of the home lives of single parents. Strove to communicate to viewers the challenges and triumphs of being a single parent.
- 07/1993 - 08/1993** **Alice Mary Longfellow Traveling Fellowship**
July 1993 to August 1993. Traveled in southern Italy photographing life in rural villages.

COMPUTER

- Languages**
- HTML - excellent (since 1999);
 - CSS - excellent (hand-coding since 1999);
 - Javascript - proficient (since 1999);
 - XML - proficient (since 2001);
 - PHP - proficient (since 2003)
- Applications**
- Adobe: Photoshop, Illustrator, Freehand, Flash, ImageReady, Acrobat Professional;
 - BBEdit;
 - Microsoft Office (Word, Excel, Powerpoint)
- CMS Platforms**
- Drupal
 - Joomla!
 - Wordpress
 - InsideX

FOREIGN LANGUAGES

- Fluent in Italian
- Proficient in French

HOBBIES

- Painting (oils, ceramic tiles, houses)
- Furniture restoration
- Travel
- Gardening