Hello, I am

MICHELE ARLEO



Digital Art Director | Brand Designer | UI/Visual Designer

Cover letter

Dear Hiring Team,

I'm a Digital Art Director, Brand and UI/Visual Designer with almost 16 years of experience across agencies, companies and independent projects, working between Milan, Venice, Lugano, Bologna and, today, Potenza. My work moves between two worlds that I believe should never be separated: the identity of a brand and the interface where people actually meet it.

On the brand side, I'm Co-founder and Creative Director of **Studio Fiiico** and Founder and Creative Director of **LIFE Design Festival**, created to bring design culture and creative exchange to Southern Italy. On the digital side, I've designed UI and Design Systems for clients such as **Unipol, SKY Italia, Elettronica Group, Amplifon X and Mediaset**. At Unipol I led the visual concept and UI for four projects (UnipolTech, Unipolis, UnipolGlass and CUBO) on a Design System built on Atomic Design principles, presenting the main phases directly to stakeholders. Earlier, I co-founded a startup at H-Farm as UX/UI Lead.

What I bring to a team is the ability to turn ideas, values and strategy into distinctive, solid visual identities built to last, and to hand them over in a form that designers and developers can really use: consistent components, clear rules, implementation-ready screens.

My CV and showreels show the work in more detail. I'd be glad to tell you more in a conversation.

Thank you for your time.

Kind regards,

MICHELE ARLEO



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