



ALEX ALESSI
MOTION BRAND DESIGNER & FILMMAKER

ABOUT ME

I am a Motion Brand Designer & Filmmaker based in Romagna, Italy. I design visual identities in motion by putting at the center of the project a narrative process aimed at visual coherence, consistency, uniqueness over time, and functionality. I believe that motion is not a choice, it is a concept intrinsic to the nature of anything in this world.

EDUCATION

2014 - 2017 Master degree in Motion Design - Unirsm, San Marino. 110/110 cum Laude
2011 - 2014 Bachelor of Graphic Design - Unirsm, San Marino. 108/110
2006 - 2011 High School A. Righi, scientific studies - Cesena, Italy. 60/100

EXPERIENCE

May 2024 Lecturer, Alma Mater Studiorum, University of Bologna (Advanced Design Unit)
—→ Delivered a lecture on "Motion Graphic Design: An Introduction", covering the principles and applications of motion graphic design for Master's students in Advanced Design.
Jan. 2022 - Now Video Editor & Motion Graphic Designer to Technogym
Oct. 2019 - Jan. 2022 Digital & Motion Designer to Leo Burnett.
—→ Worked for P&G: Oral-B, Braun, Kukident. Samsung, Galbani, Luxottica, Milano Cortina 2026, Diesel, Lavazza, Lindt, A2A, Bolton, Fastweb, CDP, Findus, MPS, Eni, Oppo.
2013 - Now Freelance Motion & Graphic Designer, Filmmaker.
—→ Worked for IndelB, Coop Firenze, Repubblica of San Marino, Miss Wendy, Cosagel, Regione Emilia-Romagna, Parco Sasso Simone e Simoncello, Artisti in Piazza, Terranova, ShippyPro, Magister Art.
2018 Collaboration to the production of the film Dafne.
2018 Write and directing my second short film "La prima volta".
2015 Write and directing my first short film "Lunga attesa".
Sept. 2013 - Jan. 2014 The Fake Factory, intern Motion & Graphic designer, Florence, Italy.
—→ Worked for Luisa Via Roma, Guess, Ferragamo, Litfiba, Laboratorio Zero.

WORKSHOP

2019 Le forme della città. Look, narration and representation of the urban context. Filmmaker and Documentarist Gianfranco Pannone.
2016 Video mapping. Motion graphic designer Raffaele Cafarelli, Alessandro Rustighi.
2015 Motion graphic design week. Motion graphic designer Francesco Mantovani.
2015 Technogym Smart Gym, user experience. UniRSM with Technogym Design Team.
2015 San Marino, Terra libera terra aperta. Lo scampo di Garibaldi. Animation and Motion design. Motion graphic designer Davide Pagliardini.
2014 Informare con il packaging. Packaging Designer Esploratori dello spazio.

**AWARDS
MENTIONS
PUBL.**

2019 Mention Special Thanks in "Dafne" the Film by Federico Bondi.
— **Mention** - Los Angeles CineFest - Semi Finalist La prima volta (2018)
2018 Mention - Top Indie Film Awards - Nominee No Budget Spirit and Best Cinematography La prima volta (2018)
2017 Publication Alessi, A., Caldari, D., Fabbri, M., Ventura, F. (2017). Babel, Universal Language Exhibition. In W. Shaoqiang, Design for Screen, (pp. 152-153). Promopress.
2014 Award Winner the competition for the "E-commerce San Marino" logo design for the Republic of San Marino.
— **Mention** "Al San Marino digitale Premio e-commerce e Premio Silicon Valley" Rtv San Marino.
2013 Mention "Eneide 30 anni dopo, così il rock invade il teatro e lo stile cambiò per sempre" Repubblica.it.

LANGUAGE

English intermediate (EF SET Certificate, 64/100 C1 Advanced) - Italian native

SKILLS

Brand Strategy, Brand Identity, Motion Graphic Design, Sound Design, Direction, Art Direction, Filmmaking, Visual Design, Concept Development, Production Supervision, Video Mentorship.