Chiara Zardi

With 5+ years of experience, I've led design projects at mission-driven startups and global consultancies. At VIOLA, I manage visual strategy and creative teams across branding, product, and investor communications. Previously at BCG BrightHouse, I supported rebranding and purpose-driven design for global clients. I've worked with 30+ startups and SMEs, specializing in brand identity, UX strategy, and service design. Trilingual in Italian, German, and English.

WORK EXPERIENCE

JAN 2025 – PRESENT

Communication Designer — ARXAX (arxax.com)
Spearheaded the creation of cohesive visual content across social media, investor presentations, app interfaces, and marketing campaigns, ensuring consistent brand messaging and engaging experiences for diverse audiences.

JAN 2021 – PRESENT

Digital Designer — FREELANCE
Collaborated with international clients, corporate, startups and SMEs on branding, digital transformation, and UX-focused website design. Specialized in service design, user-centered research, and brand identity.

JAN 2025 – SEPT 2025

Design Director — VIOLA (violawalkhome.com)
Lead the development of visual content across social media, investor communications, app visualizations, educational materials, and branded merchandise. Shape communication strategies, manage a team of freelancers, and coordinate co-branded campaigns with partners to ensure alignment with brand values and goals.

MAR 2022 – DEC 2024

Senior Designer — BCG BrightHouse (bcgbrighthouse.com)
Contributed to rebranding initiatives, pitch decks, and user-centered research for global clients. Mentored junior designers and interns, supporting team growth and maintaining quality standards across all deliverables.

JUL 2020 – JAN 2022

Graphic and Web Designer — Studio Dia
Focused on brand identity, rebranding, packaging, and web/e-commerce development.

MAY 2019 – SEPT 2019

Art Director — LUNA 2019: European Night of Research
Coordinated the "Long Night of Research 2019" event to promote science outreach initiatives.

EDUCATION

2024

Brand Design Masterclass — Future London Academy
Brand strategy, storytelling, team leadership, and launching brands.

2023

Service Design Masterclass — Royal College of Art, London
Design thinking, prototyping, workshop facilitation, and service systems.

2020 – 2022

MSc in Entrepreneurship and Innovation — UNIBZ
Trilingual program with courses in innovation, service design, and project management.

2018

Exchange Program — Bauhaus University Weimar
Focus on graphic design, branding, and photography.

2016 – 2019

BA in Design and Art — UNIBZ
Courses in branding, web/UI design, product design, and photography.