

Kalesh - Human Digital Brand Designer

GOOD DESIGN IS A MIRROR

(Fernandez)

My name is Kalesh born in Italy and currently I live and work in Milan.

I'm a multidisciplinary designer and art director with an affinity for simplicity, the beauty in details and strategical design thinking.

Im specialise in digital brand design, creative direction & visual design.



EMPLOYMENT HISTORY

OBJECTWAY | DIGITAL ART DIRECTOR

Milan - from sept 2014

Objectway Group is a leading provider of investment management and digital software solutions to the worldwide financial services industry. Like Art Director I made his first brand identity built on his own values: Fluid, Agile, Digital, Growth. The new brand identity is credible, strong and of international character able to reach the particular target to which the company is addressing.

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MITESYS | ART DIRECTOR

MILAN - from june 2012 until sept 2014

In Mitesys I did a restyling of the Brand of the company. The new logo represents a different kind of services that the company proposes: web, cloud, technology and solutions. For their clients I did all sorts of projects like marketing materials, websites, wordpress, e-commerce, html web site, brand identity, social campaign, stand ...

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OBJECTWAY | GRAPHIC DESIGNER

MILAN - from sept 2011 until june 2012

In this first experience in Objectway I worked like a graphic designer in a home banking project for an Italian Bank. I worked with a big team and I was the unique visual designer. I did all visual elements that compose the project and the style guide of the portal

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ENGITEL | GRAPHIC DESIGNER

MILAN - from may 2009 until sept 2011

Engitel is a Web Agency in Milan. I worked here like a web designer. I built different kinds of projects for different kinds of clients. I made Web Design, Wordpress, App, Visual Design, Brochure, Brand Identity, Infographics, Social Campaign, Video Editing

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EDUCATION

FACULTY OF ARCHITECTURE UNIVERSITY OF PALERMO - ITALY

From 2001 until 2008

SECONDARY SCHOOL FOR GRAPHICS & WEB DESIGN I.P.S.C.T. "G. SALVEMINI" OF PALERMO - ITALY

From 1995 until 2000

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PERSONAL & SOFTWARE SKILL

Art Direction		Illustrator	
Brand Design		Photoshop	
Visual Design		InDesign	
Marketing		Premier	
Social Campaign		AfterEffects	
Storytelling		WordPress	
Interior Design		HTML + Css	
Public Speech		Sketch + Invision	
Photo & Video		Experience Design	

LINK

- [behance.net/Kalesh_Design](https://www.behance.net/Kalesh_Design)
- [linkedin.com/in/KaleshDesign](https://www.linkedin.com/in/KaleshDesign)
- [instagram.com/KaleshDesign](https://www.instagram.com/KaleshDesign)
- [kaleshdesign.it](https://www.kaleshdesign.it)

REFERENCE

LAURA FAVERZANI
Executive Vice President Objectway
laura.faverzani@objectway.com
+39 335 7734309

WHAT I WANT

TO CREATE WORK THAT COMMUNICATES. TO MAKE THINGS SIMPLER, SMARTER, MORE HELPFUL, MORE BEAUTIFUL AND MORE FUN. TO THINK BEFORE WE ACT. TO WORK WITH PEOPLE, NOT FOR PEOPLE. TO BE PART OF CHANGE.



BRAIN



MY FEMININE

Intuition - Listening
Aware- Fluid - Abstracted
Dreamer - Empty - Ideas
Creativity - Colors
Passion - Warm
Opening to new
...

MY MASCULINE

Concrete - Assertive
Methodical - Shape
Grid - Researcher
Clearness - Decided
Determined - Explorer
Strong focus
...

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MY BEST MOTTO

“THERE IS NO FAVORABLE WIND FOR THE SAILOR WHO DOESN'T KNOW WHERE TO GO”

(*Seneca*)

COVER LETTER

My name is Kalesh, Italian Designer & Art Director living in Milan, with more than 20 years of experience creating identity design, branding, innovative corporate communication, emotional visual design and marketing campaigns.

I equally love designing and coding and happily jump between disciplines. I'm no longer a developer, my coding knowledge gives me the ability to prototype every my ideas. I'm convinced that good details make ordinary in extraordinary.

I love help responsible company to define values and style, create a credible image full of personality and crafting experiences and seeking to make the complex clear and beautiful because simple is better!

Visual Design has always been my passion and I love to create the right atmosphere that represent the soul of the brand, find the right balance between every single company value. This is the base of every project I worked on.

I love storytelling. I believe in the power of narrative because story matters. I believe a story can be brought to life with the right combination of copy, images and animation.

I consider myself an awareness, determined, innovator and visionary Art Director that don't take my self seriously. I like to deal with open, honest and warm people who love what they do and are willing to learn and to teach. Amo creare sinergie tra le persone perché credo nella creatività e nell'intelligenza collettiva. My direction is no ego, more creativity. I love learn as much as possible.

My interests in many different fields has helped me to stay curious, open and flexible. These attributes have been essential in the concepting of digital ideas. Strong focus, determination and energy give me the outstanding potential to achieve every my goals



After 6 years of exciting relationship with the Milan - where I produced a big part of my portfolio projects - I decided to start a new journey in a new city: London.

I'm looking for new impulses, a new way of expressing my creativity. I need to experiment in a more open international context with fewer borders.

CONTACT

MOBILE +39 3311742608
EMAIL info@kaleshdesign.it
WEB SITE www.kaleshdesign.it
SKYPE KaleshDesign
ADDRESS Via F. Koristka - Milan - Italy

LANGUAGE

ITALIAN (Madrelingua) 
ENGLISH (Level B2) 

INTEREST

LIFE EVERY DAY
LIKE IF IT WOULD
BE THE LAST.
ENJOY THE
JOURNEY