

Chiara Zardi

With 5+ years of experience, I've led design projects at mission-driven startups and global consultancies. At ARXAX and VIOLA, I manage visual strategy across branding, product, and investor communications. Previously at BCG, I supported rebranding and purpose-driven design for global clients. Trilingual in Italian, German, and English.

WORK EXPERIENCE

JULY 2025
- Present

Brand and Art Director — Stormi Studio

Collaborated with 30+ international clients, corporate, startups and SMEs on branding, digital transformation, and UX-focused website design. Specialized in communication and brand design.

JAN 2026 -
JUN 2026

Seminar Lecturer — Free University of Bozen-Bolzano (unibz)

Delivered a seminar on building a freelance design career, covering professional positioning, business strategy, and market opportunities in Italy and Germany.

JAN 2025 -
DEC 2025

Marketing Director — ARXAX (arxax.com)

Led the development of a cohesive brand presence across social media, investor materials, the app interface, and marketing campaigns. Redesigned and updated the web platform.

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.

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

2023

Service Design Master — 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.