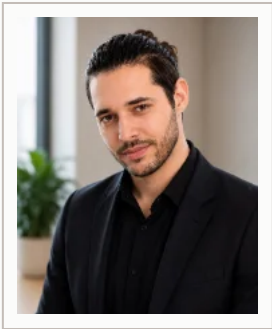


Diego Ballarin

EDITORIAL ■ DESIGN ■ AI

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PROFILE *in brief*

Multidisciplinary communication specialist moving between editorial publishing, AI-assisted editorial development, visual communication and UX/UI design. I turn complex ideas into engaging texts and meaningful visual experiences, combining editorial craft, design thinking and emerging AI tools.

These practices did not arrive in sequence – they grew intertwined. Writing sharpens the eye; design gives writing a form; AI extends both. Working with clients keeps every decision answerable to a real reader.

Professional Experience ONGOING

01

Editorial, Writing & AI

2018 – PRESENT

- Marsilio Editorial · switch-magazine.net · independent projects
- Proofreading & copy editing for publications
- Interviews with artists, photographers & designers
- AI · research, drafting & editing for editorial development
- Fashion writing and translation (IT / EN / FR)
- Long-form and philosophical writing
- AI · prompt engineering for writing & translation workflows

02

Visual Communication & Design

2018 – PRESENT

- Hex Archive · Filippo Cinotti · Mate · Wooonder · Knot · DigitalMind
- UX/UI design, website conception & wireframes
- Graphic design for print and digital media
- Creative direction and design consultancy
- Brand identity design and visual communication
- Editorial layout and production of visual materials
- Collaboration with multidisciplinary teams

03

Luxury Fashion & Client Experience

2016 – 2025

- Campomarzio70 · Boutique Casadei · Juun.J · Tomorrow ltd · Say Wow · COS
- CLIENT FLUENCY, CARRIED FORWARD
- Premium customer experiences in luxury retail
- Representing brands with attention to detail
- Sales and client advisory
- Reading needs & giving tailored recommendations
- Styling & curating looks aligned with client identity
- Driving licence B for client transport & travel

COMPETENCES ACQUIRED *built in one practice, spent in the others*

EDITORIAL & LANGUAGE	DESIGN & DIGITAL	AI & WORKFLOW
Editorial & copy editing · Proofreading · Feature writing & interviewing · Research · Translation IT / EN / FR	UX/UI & web design · Wireframing · Brand identity · Graphic design · Editorial layout · Creative direction	AI-assisted writing & editing · Prompt engineering · Research synthesis
LANGUAGES	SOFTWARE	CERTIFIED · ANTHROPIC 1 2 3
Italian (native) · English C1 · French A2	Adobe Creative Suite · Figma · Sketch · Glyphs · Microsoft Office · Apple iWork	LLMs
		ChatGPT · Claude · Gemini · Perplexity

Education 2013 – 2023

Advanced course in Strategic Design	Advanced course in Graphic Design
CFP Bauer, Milan	CFP Bauer, Milan
2022 – 2023	2020 – 2021
Intensive course in Web Marketing, Social Media & SEO	Bachelor's degree in Communication Sciences
Boscolo Srl, Padova	Alma Mater Studiorum, University of Bologna
2019	2013 – 2018