

Alfonso Coppola

Motion & Visual Designer

Naples, Italy

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[Portfolio](#) | [LinkedIn](#)

[Instagram](#)

Multidisciplinary designer with a background in visual communication.

I work on projects that combine user experience and visual storytelling, always aiming for a balance between clarity, accessibility and aesthetics. I believe in a kind of design that quietly improves people's lives.

I approach every project with attention to detail, empathy, and a strong desire to learn. I appreciate design that doesn't offer easy answers and challenges that push me to rethink and shift perspective.

I'm looking for environments that push me forward and inspire me, where I can grow through contact with different people, cultures and points of view.

Languages

Italian	Native
English	B2
Spanish	B2
French	B1

Software & Tools

Adobe CC (Illustrator, Photoshop, InDesign, After Effects, Lightroom, Camera Raw), Figma, Blender, Meta Business Suite, Meta Ads Manager, AI Tools: ChatGPT, Midjourney, Runway, DALL·E.

Core Skills

Visual identity & branding systems; Editorial and print design for events and digital use; Motion design for social media and web; Visual storytelling; UX/UI design, wireframing, user flows, interactive prototyping (Figma); Immersive experiences (AR).

Soft Skills

Creative and critical thinking, autonomy, cross-functional teamwork, time management, visual communication, adaptability in dynamic environments.



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Experiences

Bluelabs – Motion & Visual Designer

Jan 2025 – Present

I work on content ranging from digital platforms to dynamic brand identities and print materials. Collaborate across multiple teams, contributing to both creative and execution phases.

Red Bull Italia – Visual Designer

Feb 2023 – Present

Support various teams in developing visual identities and creating both physical and digital content for national events and activations. Key projects included Red Bull Cliff Diving, Can You Make It, Gaming Ground, Secret Study Room, Study Platform, Wings For Life World Run, and 64 Bars Live.

NetEngine – UX/UI Designer

Nov 2024 – Present (Internship)

Designing an augmented reality app for a museum in Milan. Focus on user flow and interface design to create an immersive and accessible experience.

Red Bull Italia – Prompt Designer

May 2024 – Present (Internship)

During national and regional marketing meetings, developed AI-generated visuals and prompt strategies to support conceptual design.

Desina Festival – Visual Designer

Apr 2024 – Present

Part of the visual communication team of the festival, creating digital and printed materials.

Real Print Group – Visual Designer

Jan 2023 – Present

Collaborated on high-volume print production projects. Gained experience working directly with materials and technical production processes.

Marie Claire Italia – Creative Designer

Mar 2024 – Apr 2024 (Internship)

Worked with the editorial team on concept design, and photoshoot production for editorial content.

Education

Thesis Research (Erasmus Exchange)

2025 – 2026

EASD, Valencia

Bachelor's Degree in Communication Design

2022 – 2025

Accademia IUAD, Naples

Linguistic High School Diploma

2017 – 2022

Liceo Galileo Galilei, Naples

Workshops & Trainings

Type Design Workshop

Desina Festival 02

Held by Matteo Bologna and Rainer Scheichelbauer, focused on type design using Glyphs

Meta Ads & Campaign

Meta Blueprint

Creation and management of advertising campaigns with Meta Ads Manager.

Other Experiences

Student Representative

2020 – 2022

Represented over 1,400 students, promoted events, and facilitated communication between students and faculty. Participated in the R.I.S. (Student Representatives Network), developing skills in public speaking and team coordination.