

EDUCATION

MBA in DESIGN STRATEGY

2016-2018
CCA SAN FRANCISCO, USA

(BS) in INTERIOR AND FURNITURE DESIGN

2011-2014
IAAD TURIN, ITALY - *MAGNA CUM LAUDE*

(BA) in MEDIA PRACTICE AND VISUAL CULTURE

2008-2011
UWE BRISTOL, UK - *CUM LAUDE*

LANGUAGES

ENGLISH, SPANISH, ITALIAN, FRENCH

SKILLS

Project, product and research planning/ Build intuitive information architecture/ Content strategy prioritization and copywriting/ Understanding user's journeys, pains, gains and improving customer and user experience/ evaluating stakeholders' needs and provide a detailed outline of challenges and opportunities as a plan of action for improvement of current design strategy/ Draft and wireframe user interfaces that are in line with best practices, current trends and specific audience's needs/ Conduct qualitative research / Analyze and base recommendations on findings gathered from quantitative research / Facilitate workshops with stakeholders, clients and users / Prototype User Experiences / Test and iterate based on results.

AWARDS

2018 ADOBE CREATIVE JAM (UX/UI DESIGN)
2013 IL MOBILE SIGNIFICANTE (FURNITURE DESIGN)
2010 DAVINCI FILM FESTIVAL (SHORT DOCUMENTARY)
2020 BAFTA RUNNER UP BEST STUDENT SHORT DOCU.

PROFESSIONAL EXPERIENCE

EASTERN STANDARD 2017- CURRENT

UX DESIGN STRATEGIST

Market research and discovery, journey mapping, brand strategy, workshop creation and moderation, systems thinking, digital wireframes, prototyping and internal team brainstorming collaboration, consulting.

PUNT E PO 2015 -2017

CO-FOUNDER / MARKETING & DESIGN CONSULTANT

Punt e Po is an experience consulting agency. We design and manage Pop-Up shops for emerging designers and international brands. In charge of service design, sales, operations and marketing.

FROM ROY JAN 2017 - MAY 2017

BUSINESS CONSULTANT

Business model exploration. Qualitative market research. Data analytics of shopify account. Reframing of value proposition. Prototyping and testing final product. Financial Projections. Increase in ROI by 30% within 1 year

DISH NON-PROFIT JAN 2017 - MAY 2017

LEADERSHIP CONSULTANT

Improve company culture through onboarding.

DMBA JAN 2017 - MAY 2017

EVENT COORDINATOR / SOCIAL MEDIA CONTRIBUTOR

Copywriting, scheduling and creating digital content for various platforms.

LOAD 2013-2015

INTERIOR DESIGNER / BRAND STRATEGIST / PROJECT MANAGER

Retail and residential design, product design, client communication, project management, coordination with providers, press and marketing.

CONDE NAST 2014

ADVERTISEMENT & SALES ASSOCIATE

YOU CAN ALSO ASK ME ABOUT:

MENTORING & T.A. AT IAAD, RESEARCH & WRITING FOR STRATEGY LETTERS AT CCA
EVENT ORGANIZING AND FILM PRODUCTION AT TANGO BRAVO.

CAMILLE BRITTO REALE

DESIGNER + CONSULTANT + STRATEGIST

camille.b.reale@gmail.com

WHO I AM

I have an eye for design and a mind for business. My passion is to bring ideas to execution through the creation of experiential design and business strategies. I am always looking for innovation with a purpose and positive impact lead by customer insights and market research.
I live to communicate and I want to use my skills and expertise to help brands and teams thrive.

WHAT THEY SAY (RECOMMENDATIONS)

“ Every now and then you find someone who has extraordinary talent that inspires your own work. Her ambition and drive continues to amaze me but also her ability to handle even the toughest clients effortlessly.

Daniela Gomez - Art Director

MY SUPERPOWERS

- / A three-dimensional understanding of customer experiences.
- / Collaborative co-creation and ideation, and the ability to motivate and lead a team successfully.
- / A rare passion for communication and workshop facilitation and an effective toolkit to share this through different media.
- / A three-dimensional perspective useful for strategy and problem solving.

Camille is always thinking of a strategic move that could ensure a better, more efficient approach to the way we work. We consider fundamental and irreplaceable her ability to grasp at all times the bigger picture.

Tommaso Rocca & Corrado Castiglioni - Employers

I truly had proof of her ability to be an efficient problem solver, accurate designer and people person.

Stefano Lisa - Client