



Cassandra Capoferri

Process Automation · Branding · Packaging & Labeling · 3D Design

Multidisciplinary visual designer with **+7 years of experience** in branding, packaging, labeling and product communication projects in local and international environments. I combine **design, production** and **process management** to develop functional and scalable visual solutions.

CONTACTS

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PROFESSIONAL EXPERIENCE

■ 2023 – Present · Global Labeling Specialist

Grupo Rovensa Next, Madrid – *Agrochemical and agricultural biosolutions sector*

- End-to-end labeling management for a commercial portfolio across **47 countries**, working with **+30 languages** and **15 alphabets** and consolidating regulatory, technical, agronomic and commercial content.
- Coordination of labeling requests and **processes with +50 stakeholders** from the regulatory, technical and commercial departments.
- **Design, adaptation** and **version control** of final artwork and management of the **traceability of +15,000 files** in SharePoint linked to SAP references.
- Management of **delivery timelines** and distribution of print files to the manufacturing plants through SAP (Sales Planner) and corporate tools.
- Labeling support for **+200 customers** and review of prepress proofs from external suppliers.
- Definition of **design guidelines** and coordination of adaptations for markets with specific requirements.
- **Validation of requests** for new label items through SAP Master Data Governance.

Key projects

- **China — Rollout of a new labeling image.** Definition of the design guidelines for the entire market in collaboration with the commercial and marketing departments: **+400 files managed**.
- **India — Adaptation to new regulation.** Coordination of the implementation system and of the generation of the **QR/DataMatrix** codes required by the regulatory change, for **+50 customers in the country**.
- **Mexico — Regulatory compliance of the layout.** Organization of the adaptation of **+150 label files** to Mexican regulatory requirements, in collaboration with the local regulatory department.

■ 2019 – 2021 · Marketing & Graphic Design Specialist

Estalia Performance Coatings, Castenedolo, IT – *Industrial paint and coatings manufacturing*

- Collaboration in the creation of the visual identity of the new group from the in-house marketing department.
- Development of identity proposals and participation in the **naming process** alongside an external agency.
- Creation of communication guidelines for **+200 employees, 45 agents** and **+500 distributors**.
- Development of launch materials, corporate presentations, events and commercial communication.
- Design and layout of price lists and catalogs for a portfolio of **+10,000 products across 35 countries**.
- Management of communication materials, suppliers, orders and material distribution.
- Organization of the content and layout proposals for the group's new website using Figma.

■ 2018 – 2021 · Marketing & Graphic Design Specialist

Damiani Industrial Paints (Estalia Group), Reggio Emilia, IT – *Industrial, automotive refinish and flooring coatings*

- Design and layout of the **product technical documentation** (technical data sheets, brochures and application manuals), produced in direct contact with the brand's **laboratory managers**.
- Creation of the advertising artwork for the sector's specialized press (ColoreHobby, Verniciatura Industriale, La Rivista del Colore) and of the social media content.
- **Integration of the new holding** company into the brand image **without altering its historical identity**: signage and totems for the production sites, business cards, corporate workwear and communication materials.
- Management of **orders** and **suppliers** of marketing material, and **organization of the shipments** of commercial material to the Damiani site.

Key projects

- **Automated data merge system for InDesign.** Creation of an automated data compilation system for the design and batch production of the business cards of **190 agents and distributors**.
- **Price list overhaul.** Redesign and layout of the brand's catalogs, covering a total of **+3,500 items**.

■ 2018 – 2021 • Marketing & Graphic Design Specialist

Franchi & Kim (Estalia Group), Castenedolo, IT – *Industrial paints and coatings*

- Creation of the **material for training courses, trade fairs, events and workshops** demonstrating products, on site and at external venues, including the company training school (ScuoLab), covering **+70 events**.
- Creation of the commercial and sales material (price lists, catalogs, leaflets and brochures) for a portfolio of **+5,500 products** distributed across **27 countries**.
- Stock management of marketing material, of **supplier orders** and of the organization of shipments to **370 distributors**.
- Creation of the product technical documentation and of the packaging and label artwork for manufacturing.
- Layout design of the brand's website interface and landing pages (Figma, Adobe XD).
- Creation of the material for **social media** and **newsletters** and of the advertising artwork for the sector's specialized press.

Key projects

- **Label template system for production:** creation of the labeling templates used by the production operator, configured for the **auto-population of the technical fields** of each product from the **company ERP** at the printing stage.
- **Automation of technical documentation (InDesign):** participation in the **testing phase of the script** that automatically generated technical documentation from databases — error detection, validation of the generated documents and definition of the corrections and improvements passed on to the development team.

OTHER PROJECTS

■ 2021 – 2025 Pizzeria Mezzaluna – Hospitality sector (Freelance)

- Development of the **brand identity from scratch** and its application across the point-of-sale elements.
- Management of graphic work, **orders with suppliers**, production and delivery of commercial materials since 2021.
- Advice on print substrates and materials.

Key projects

- **Opening of the first location (2021):** Development of the brand identity and of the communication materials for the new business.
- **Opening of the second location (2025):** Extension of the identity to a new point of sale and development of the graphic materials.

■ 2023 Las Salsas de Deda & Nina – Food sector (Freelance)

- Design of the commercial product labels and management of the **print orders with suppliers**.
- Design and layout of the **B2B catalog** for sales to distributors and retailers, and of the **point-of-sale menus**.
- Creation of batches of social media publications.

■ 2023 Arrivederci ...a tutti... – Hospitality & events sector (Freelance)

- Creation of the **logo and the visual identity** from scratch for the brand launch.
- Development of the **style guide:** logo usage, color palette, typography, application criteria and tone of communication.
- Development of the merchandising and website proposals for the **launch package**.

WORK TOOLS

Design & UI: Illustrator, InDesign, InCopy, Photoshop, Premiere, Lightroom, Acrobat Pro · Affinity · Canva, Figma, Adobe XD

3D & visualization: Blender, SketchUp, fSpy, Photon WS

Labeling & prepress: Nicelabel, Barcode Studio, print proof control

Corporate systems: SAP ERP · SAP Sales Planner · SAP Master Data Governance · SharePoint · Microsoft 365

Generative AI: Adobe Firefly, Magnific, ChatGPT, Claude, Gemini

EDUCATION

Advanced Course in 3D Modeling and Animation (Blender) – Campus MasterD | 2024 – 2025

Advanced Figma – LinkedIn Learning | 2023

Internship in Graphic Design and Marketing – Franchi & Kim, Castenedolo, IT | 2017

Internship in Graphic Design and Printing – Berardi Pubblicità, Lumezzane, IT | 2015, 2016 and 2017

Commercial Services: Commercial Promotion and Advertising – IISS Camillo Golgi, Brescia, IT | 2012 – 2017

LANGUAGES

Italian – native · **English** – B2 · **Spanish** – C1



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