



PERSONAL INFORMATION

Annalisa Di Felice

Date of birth:
14/06/1984

Nationality:
Italian

Address:
Via Pienza, 29
50142 - Firenze
Italy

phone:
+39 349 0871971

e-mail:
difeliceannalisa@gmail.com

web:
www.annalisadifelice.com

P.iva: 07207120

ABOUT

Jewellery and accessories Designer equipped with intense creativity, her design is characterised by elegance and refinement, always paying special attention to detail and on the lookout for innovative and precious materials. Creative and detail-oriented professional with extensive experience in designing and creating original pieces to fulfil commercial and clients' needs. Always updated on new accessories designs trends.

Management of all process related to product production.
Deft at designing high Jewellery, watches, silverware and leathersgoods.

WORK EXPERIENCE

Senior Bag and Accessories Designer | Product Consultant

May 2023 - Till now

- ARANYANI ATELIER - Bangalore - India

Freelancer Designer and Product consultant of leathersgoods.
Design of luxury bags, project management and product consultant.

Jewellery Project Manager | Costume Jewellery product development consultant | QC

September 2022 - Till now

- SONIA PETROFF - London

- Work closely with Creative Director to understand the designs from the start of the critical path and work with them to ensure new designs can be produced to the highest quality standards
- Review existing product range and understand quality issues to date
- Recommend a go-forward plan to ensure issues are addressed
- Work closely with suppliers to understand ways of improving product
- Support with sourcing for product development
- Partner with Creative Director to ensure first units of each new line are produced to the agreed final design
- Check all products for a final QC
- Support on new range ideation, design and development on an ad hoc basis

Creative Director | Bag & Accessories Designer | Product Consultant

May 2022 - Till now

- IACARE' by Sarah.M Gutierrez - Santa Cruz, Bolivia

Freelancer Designer and Product consultant of leathersgoods.
Design of luxury bags in exotic leather, project management and product consultant.

Teacher

September 2021 - Till now

- ALCHIMIA Contemporary Jewellery School - Florence

Freelancer Teacher : Jewellery Design, Illustration and Rhinoceros 3D

Creative Designer | Project Manager

March 2019 - July 2021

- ARTEMA FIRENZE S.P.A.

Led and guided creative department for process improvement. Coordination and support to 3d project department, commercial and goldsmith. Oversee and improve processes of various projects simultaneously.

High Jewellery , watches, silverware Senior Designer

May 2015 – january 2018

- BUCCELLATI HOLDING ITALIA S.P.A. - Milan

Sharing valuable inputs by collaborating closely with the Art Director
Managed the best quality of high jewelry and the improved appearance of the watch design. Developed and coordinated with particular attention to style, models and design during entire production phase.
Increased knowledge of the best engraving and finest goldsmith techniques

Jewellery and Accessory Freelance designer.

Planned and created drawing for new jewelry collection as per market needs / suggestions. Oversaw a range of tasks such as price target and target age of customers. Focused on new jewellery trends. Illustrations using different techniques.

February 2015 – December 2016

- CIELO VENEZIA 1270 S.P.A. - Vicenza

April 2015 – July 2015

- STUBBS & CO. LTD - London

March 2015 – June 2017

- VIA MAGGIO SRL - Florence

February 2015 – June 2018

SOCIAL ACCOUNTS

 @annalisadfdesign

 @annalisadif

 @annalisadf
@goldenbites2020

 @annalisa di felice

AREAS OF EXPERTISE

- * Collections development
- * Illustrations
- * Bags and Leathergoods design
- * customized design for jewels, watches and silverware;
- * Men's Jewellery;
- * Haute Joaillerie
- * Accessory design
- * Silverware accessory design
- * Teaching
- * Project management
- * Product development
- * Jewelry and costume history

SOFT SKILLS / INTERESTS

Sensibility and empathy ;

assertive, resolute and positive attitude.;

Fine arts , music ,sports , travelling and learn about new culture

EXTRA

Mother tongue: Italian

Other Language:

- * English - upper intermediate
- * French - scolastic

Driver's licence:

Italian licence type B

WORK EXPERIENCE (continued)

February 2014 – December 2016
- ROXALANA JEWELS - Genève

March 2013 - March 2019
- POLINA FIRENZE - Florence

March 2012- March 2019
- DANNINI JEWELS - USA

June 2011- November 2012
- OROTECH FIRENZE - Florence

November 2009 – January 2011
- SPALLANZANI GIOIELLERIA - Milan

May 2009 – december 2015
- PETRA CASINI GIOIELLERIA - Florence

June 2008 -December 2017
- FERRARI FIRENZE GIOIELLI - Florence

Jewellery/CAD designer, employee

january 2008 – February 2011
- NOUVELLE BAGUE - DIT GROUP SPA - Florence

Teacher of Jewellery and accessory design

March 2013- july 2015
- ACCADEMIA RIACI - Florence

EDUCATION

November 2020 - April 2021
BOCCONI via COURSERA - On Line course
Management of Fashion and Luxury Companies
course certificate

October 2009 - July 2010
ALTA SCUOLA DI PELLETRIA ITALIANA - Florence
Italian School of leather
Qualified for the design and industrial designleather goods

September 2003 - October 2005
ACCADEMIA DI COSTUME E DI MODA - Rome
Jewellery and accessoires design
Bachelors degree in Design jewellery and accessory

September 1998 - July 2003
High school of Art "G. MAZZARA" - Sulmona (AQ)
Diploma

SKILLS

Manual in freehand drawing, sketching and illustrating;
(tempera, oils, pantone, markers, crayons, ink, pencils, pens, acrylics, Airbrush)

Freehand design; Geometric design;

Graphic Design with Photoshop Illustrator, Indesign, Paint Shop pro;

Design 3D with Rhinoceros, Matrix , ZBrush

Project management, Product development

Multitasking and Problemsolving

Excellent ability to work in team; Excellent ability to work independently on tasks set;