



Laura Fazzari

3D | Web | Graphic | Interactive content

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🇮🇹 Italian & Swiss nationality

📍 Besano, VA - Italy

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Professional profile

I am a 3D artist generalist with a strong background in visual design, communication and digital marketing. Since 2013 I have been developing bespoke solutions that integrate aesthetics, functionality and technological innovation in collaboration with companies, SMEs and professionals across Italy and Switzerland.

With a particular focus on user experience and the uniqueness of each project, my approach is multidisciplinary and problem-solving oriented. I am specializing in **3D environment creation**, **real-time visualization**, 3D modeling and texturing, exploring immersive and dynamic solutions with Unreal Engine and Unity. With experience in web design, branding and cross-media content, I integrate artificial intelligence as a creative and productive tool, while maintaining the essential value of human-driven processes.

Passionate about interaction design, spatial design and technological innovation, I actively explore applications of immersive technologies for ADV, education and heritage enhancement. Seeking the perfect blend of creativity and technology, I explore new solutions to make digital experiences more engaging, customized and impactful.

Professional Experience

3D Artist Generalist

Jan 2024 – Present

Freelance

- I develop **communication projects** in partnership with corporations, small and medium sized businesses, and other professionals.
- I create **3D environments** that include prop modeling, material texturing, animation, lighting, and rendering. I focus on **real-time graphics** for the creation of **interactive experiences**, virtual production, and applications for AR, VR, and XR.
- **Video editing** and simple 2D/3D **animations**.
- I use **generative AI** as a tool, rather than a replacement for creativity and humanity.
- In partnership with local institutions, I provide **training courses** on emerging technologies and **digital literacy** for both individuals and professionals.
- Previously, I focused on visual identity and **communication strategies**, developing cohesive graphic assets, as well as social media and web design.

Marketing and Communications Manager

Mar 2022 – Mar 2023

Elmec Solar Srl - Brunello, VA

- I was tasked with formulating a **marketing and communications strategy**, reporting directly to the CEO.
- **Operative marketing**: content creation, website management (HTML/CSS, blog on GitHub).
- Content analysis, strategic planning, adv campaign, execution, monitoring and **reporting**.
- Internal and external **resources management**.
- Development of **official press releases**, in collaboration with local and national high-profile newspapers.
- Maintain relationships with **key stakeholders**.
- **Budgeting** and project oversight.

Visual Designer

Sep 2019 – Oct 2020

Jan 2017 – Oct 2017

Oct 2013 – Mar 2014 (intern.)

Studio Volpi - Carnago, VA

- I have worked with Studio Volpi on several occasions, creating **concepts for commercial and exhibition spaces**, graphic materials for catalogs and manuals, variants, patterns, web content and newsletters.
- I developed the concept for the **QuarryUp** website, focused on European tenders, and the wireframe for the **corporate website** of the *Shanghai branch*;
- I produced both online and offline content for the aerospace initiative **Ratios.eu**.

Web and Graphic Designer

Jan 2019 – Apr 2019
ItalBest Valve - Lonate
Ceppino, VA

- I managed the redesign of the company's **visual identity**, including the logo and related printed and digital materials.
- Designed **product catalogs**, acquired photos, retouched images.
- Launched the new identity and redesigned the **website** (WordPress).
- Developed and **supervised content**.

Web Designer and Frontend Developer

Aug 2018 – Dec 2018
IDNTT - Balerna, Canton of
Ticino, Switzerland

- **UI/UX development**, responsive design and user experience definition.
- Content creation and web optimization.
- **Frontend** development (HTML, CSS, JavaScript), content customization for sending **newsletters** and DEM (Mailchimp + link building).

Alternative experiences...

Jan 2006 – Jul 2018

Additional professional experience in graphics, web and marketing across Italy and Switzerland.

Previously employed as a factory worker at *Goglio Spa* (January 2006 - August 2006) and *Riri SA* (Balerna CH. September 2006 - September 2013).

Education

AR/VR/AI master

May 2024 – Sep 2024
Pantheon & Partners Institute

Development of a virtual escape room, for a **serious digital game**, enhanced with cutting-edge **AR/VR and AI technologies**. The goal is to promote and valorize the Italian cultural heritage.

UNITY 3D and C#

Apr 2024 – Jun 2024
Employment Training

Development of a **3D environment** using **UNITY** software, including **game** components, character design, environmental interactions, **user interface system**, control management, effects, and the creation of a final project.

Master's in 3D Computer Graphics

Mar 2023 – Aug 2023
Big Rock - Institute of Magical
Technologies

Advanced intensive course in **3D computer graphics**, focusing on the creation of visual effects and 3D animation. Topics covered include:

- 3D modeling and sculpting
- Rigging
- Texture PBR and UV
- Lighting and Rendering
- 3D animation, compositing, visual effects
- Real-time visualization

Master's in Digital Communication

Sep 2016 – Dec 2016
Digital Camp - VareseNews

Training program in **digital communication and journalism**, carried out in partnership with VareseNews, along with collaborating companies and institutions in the province of Varese.

Participation in the **Festival Glocal 2016** as a staff member.

Figurative Arts diploma

Sep 2000 – Jul 2005
Art High School A. Frattini VA

Artistic diploma in **figurative arts**.

Experimental musical path.

Instruments played: clarinet and piano.

Languages

ITALIAN - Native speaker

INGLESE - B2 Academic

FRENCH - A2 school level

Skills

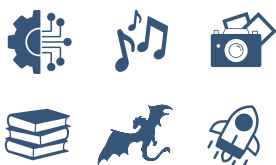
INTERPERSONAL

- Effective communication
- Collaboration & Teamwork
- Problem-solving & adaptability
- Leadership & initiative
- Emotional intelligence

3D & COMPUTER GRAPHICS

- 3D Modeling (organic & Hard surface)
- Texturing PBR & UV mapping
- Lighting & Rendering
- Real-time visualization
- Web & visual Design

Hobbies



SOFTWARE & TOOLS

- Unreal Engine | UNITY
- Maya | zBrush | Blender
- Adobe CC (PS, AI, ID, AE, PR ecc.)
- Substance Painter/Designer
- WordPress | HTML | CSS | JS

DIGITAL & STRATEGY

- Cross-media Content Production
- Visual Storytelling & Composition
- UI/UX Design Principles
- Procedural & Parametric Design
- Branding & Digital Marketing