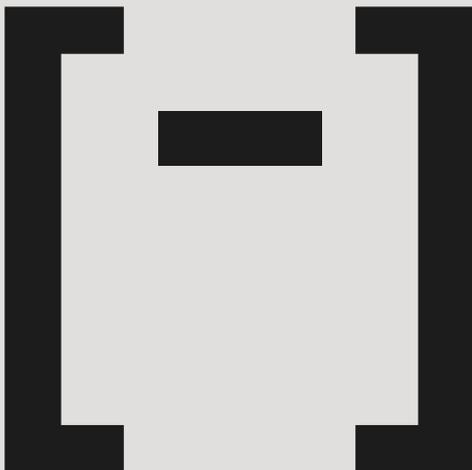


Alessia La Rocca

INTERACTION AND VISUAL DESIGNER
16/09/1998 — SWITZERLAND TI



I'm Alessia, an interaction designer with a background in visual and fashion design. My practice sits at the intersection of design, technology, and education.

I'm passionate about creating tangible interfaces and playful tools that make complex ideas more accessible and engaging.

From prototyping with code to designing for print and experimenting with generative visuals, I'm driven by curiosity and a strong desire to create meaningful design experiences.

+41795478334
alessiarocca.ch
alessiarocca.lr@gmail.com
ig: minderdesign

EXPERIENCE

10.2023 — present
SUPSI DACD Mendrisio

Bachelor Teaching Assistant

Academic role supporting teaching activities within the Bachelor in Visual Communication, assisting students during workshops and critiques, and contributing to course organization and project development. Collaboration with faculty to ensure effective and effective learning experiences in design-related subjects.

02.2023 — 04.2023
Sketchin Lugano

Intern Visual Designer

Curricular internship completed during the Bachelor's degree. Worked on UI and interaction design projects, contributing to visual concepts, user flows, and digital interfaces. Supported video editing and motion design tasks for digital and communication outputs within multidisciplinary teams.

07.2022 — 08.2022
Locarno Film Festival

Intern Video Editor

Internship within a fast-paced festival environment. Produced and edited video content for social media channels, contributed to sections of the festival's website, and supported interviews with guests and filmmakers. Collaborated closely with the communication team to deliver timely and engaging audiovisual content during live events.

08.2020 — 10.2020
Brand Design SA Lugano

Junior Designer

10.2019 — 01.2020
Moncler Milano

Brand Ambassador

01.2019 — 06.2019
Württemberg Design Zürich

Fashion Technician

EDUCATION

10.2023 — 07.2026
SUPSI DACD Mendrisio

Master of Arts in Interaction Design

09.2020 — 08.2023
SUPSI DACD Mendrisio

Bachelor of Arts in Visual Communication

08.2016 — 06.2018
STA Lugano

Professional Bachelor in Fashion Design

08.2013 — 06.2016
SAMS Biasca

Federal Certificate in Fashion and Garment Design (AFC)

08.2013 — 06.2016
CSIA Lugano

Professional Baccalaureate in Arts (MPA)

SKILLS

Interaction design	Motion graphic
UI/UX design	Videomaking
3D modeling	Graphic
Physical prototyping	Branding
Coding	Fashion background

LANGUAGES

Italian — native
English — fluent
German — working proficiency