



# AURORA DAKINI BIGHI

Social Media Specialist/  
Graphic Designer/  
Photographer

Nationality:  
Italian

Date of birth:  
16/12/1997

LANGUAGE:

English  
Native

Italian  
Native

Spanish  
Intermediate

## / ABOUT ME

Born and raised in Hong Kong, I moved to Italy in 2017 to study Communication Design at IAAD University in Bologna. I graduated in 2020, learning about advertising, graphic design, illustration, art direction, marketing, and branding.

With over three years of experience, I've worked as a Social Media Specialist, Graphic Designer, and Photographer. I've managed social media accounts, and led social media campaigns and web promotions, helping companies connect with their audiences and grow their brands.

I love using visuals to tell stories and make an impact. Whether it's through design, photography, or social media, I aim to create engaging content that resonates with people and achieves business goals.

## / CONTACT

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🌐 @Aurora Dakini Bighi

www.behance.net/aurorabighi

## / WORK EXPERIENCE

### Graphic Designer / Content Creator / Photographer

**EGOUNDESIGN, Bologna | January 2023 - March 2024**

- Developed and executed an editorial calendar to guide content creation and social media strategy, resulting in increased brand visibility and engagement.
  - During my employment at EGOUNDESIGN their profile on Instagram has expanded all social media accounts and improved followers by 50%
- Designed visually appealing graphic materials tailored to target audience preferences, effectively promoting brand identity and products.
- Conducted product and event photography, ensuring high-quality visuals for marketing materials and social media platforms.
- Utilized Lightroom and Photoshop for advanced photo editing and enhancement.

### Social Media Specialist (Freelance)

**Arrakis HK | November 2022 - To Date**

- Created content and management across social media platforms, consistently maintaining brand aesthetics and voice.
- Designed engaging graphic materials, including images, and videos, to captivate audience attention and drive user engagement.

### Social Media Specialist / Graphic Designer

**AliraHealth x PatchAi | January 2022 - December 2022**

- Developed and executed paid campaigns on LinkedIn to increase website traffic and generate qualified leads, achieving targeted KPIs.
- Produced visual assets, including illustrations, animations, and videos, to support content creation and campaign initiatives.
- With the help of paid campaigns, the profile was able to reach 5k+ in a year during my employment.

### Social Media Specialist

**PatchAi | June 2021 - January 2022**

- Expanded knowledge of the digital health industry and Patchai solutions, contributing to the development of strategic social media content and campaigns.
- Planned and executed engaging editorial content across multiple social media channels, fostering community engagement and brand advocacy.
- During my employment the profile has reached 3k+ in over a year

### Communication and PR Intern

**Domus Academy | November 2020 - May 2021**

- Generated news content for the website, covering upcoming events and initiatives in both English and Italian languages.
- Provided photography services at events and edited images to align with brand standards, enhancing visual storytelling.

### Social Media Intern Future Food Institute

**Bologna | July - September 2019**

- Managed editorial calendars and social media accounts, curating and scheduling daily content to drive audience engagement and brand awareness.
- Translated articles from Italian to English and supported event coordination and branding initiatives.

### Graphic Design Intern

**TEAM99 | June - July 2016**

- Created content and designed graphics for social media platforms, enhancing brand visibility and audience engagement.
- Designed promotional materials, including brochures and merchandise, for various marketing campaigns and events.

### Additional Experience:

- **Internship at Arrakis HK, Feb 2015**
- **Internship at ALESSI Hong Kong, Jan 2015 - Feb 2015**
- **HKA Design Class Assistant, Hong Kong Academy, Sep 2015 - Feb 2016**

## / SOFTWARE SKILLS

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
LIGHTROOM  
ADOBE SUITE  
FIGMA  
EXCEL  
WORD  
POWERPOINT  
CANVA

## / SOFT SKILLS

COMMUNICATION  
CREATIVITY  
TEAM WORK  
STRATEGIC SOCIAL MEDIA PLANNING  
CONTENT CREATION AND CURATION  
DATA ANALYSIS AND REPORTING  
COMMUNITY MANAGEMENT  
STRONG VERBAL AND WRITTEN  
COMMUNICATION

## / CERTIFICATIONS

HIPAA Awareness for Business  
Associates - PatchAi

Google Digital Marketing &  
E-commerce Professional

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## / FREELANCE PROJECTS

### PHOTOGRAPHER / STYLIST

**ETOILE | June - July 2019**

Styled the models with the clothes provided by the store.  
Took high-quality photos and then edited them with Adobe Photoshop and Lightroom. Designed their logo and packaging.

### PHOTOGRAPHER

**Codima | August 2016**

Take high-quality portrait photos of the company's team, retouch them, and color-correct using Adobe Photoshop.

## / UNIVERSITY PROJECTS

### INDIVIDUAL THESIS: FOOD LOSS AND WASTE

**Future Food Institute | February - July 2020**

The project was created to bring awareness to food waste and sustainability. I designed 3 types of map posters: water refill, local markets, and fridge organizer which highlight the framework of the project. The maps help to locate, inform, educate and give suggestions to people living and visiting Bologna.

### GROUP THESIS: AMARO MONTENEGRO | April - July 2020

Worked in a team where we created a new campaign proposal for Amaro Montenegro on the concept of "Drinking Responsibly".

### MAMBO (BOLOGNA) | October 2019

My team and I collaborated with Mambo where they hosted an exhibition called 'L'Arte e Donna'. Our task was to create a new visual communication. We designed posters, brochures, images for web invitation, postcards, bookmarks etc.

### AG FRONZONI | January 2019

This project consisted of recreating the layout for AG Fronzoni's book for which the texts and images were already provided.

### BARROW | November 2017

My team and I were asked to rebrand a men's wear boutique in Bologna. From restyling the interior the store to the clothes the logo, packaging and visual communication.

## / EDUCATION

COMMUNICATION DESIGN MAJOR IAAD,  
Istituto D'arte Applicata e Design | 2017 - 2020

COMMUNICATION DESIGN COURSE  
Florence Design Academy | 2017

PAINTING, SCULPTURE AND PHOTOGRAPHY COURSE  
Accademia d'Arte - AD'A | 2016 - 2017

ART COURSE  
SCAD (Savannah Collage of Art and Design) | 2015-2016

HIGH SCHOOL STUDENT Hong Kong Academy | 2012-2016

SECONDARY WEST ISLAND SCHOOL (HK) | 2009-2012

PRIMARY PEAK SCHOOL (HK) | 2003 - 2009