

## **Personal Statement**

I'm Giuseppe, an Italian creative guy with +13 years of experience. Born in 1989 in Pescara, I lived in my hometown until 2010 where I studied creative & multimedia design and worked as intern graphic & web designer.

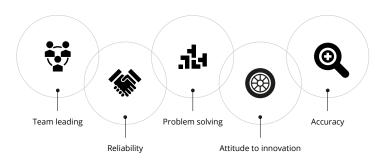
I professionally grew up in Milan since 2010, where I attended Accademia di Comunicazione

and worked as digital art director for the advertising companies The Big Now and Red Cell (WPP group).

After years of hard work I made the decision to take a break and spend amazing months in Vancouver and New York City. When the travel ended I started to work in Milan again as senior digital art director for Y&R, Bitmama (Reply company) and Kettydo+.

Since 2019 I'm the creative lead for Oliver Agency of London that is part of Inside Ideas Group. I'm coordinating a multicultural creative team which work on global Danone brands.

## **Specialities**



### Skills

Softwares

Adobe Photoshop Adobe Illustrator Sketch Adobe Lightroom Adobe After Effects Keynote & Power Point •••• Adobe Premiere Pro  $\bullet \bullet \bullet \bullet \circ \circ \circ$ Adobe Indesign ••••000 HTML, CSS, JS ••0000 Fields

Art Direction UI Design Graphic Design Photography Motion Graphic Front-end Development Video Editing Deliver & Expose Presentations **Printing Techniques** 

## **Awards**



June 2017, Milan

Best photo theme "Alla scoperta" at the Italia Photo Marathon competition



October 2019, Milan

Best Creativity and Best Integrated Campaign at **NC Digital Awards** by ADC Group.

# Education

From January 2014 to July 2014

Intensive English Course

Zoni Language Centers, Vancouver (BC) & West New York (NJ).

From 2010 to 2011

Master Art Direction

Fondazione Accademia di Comunicazione, Milan.

From 2008 to 2010

Creative & Multimedia Design

Infobasic, Pescara.

From 2003 to 2008

Publishing Graphic & Printing Techniques

Istituto Statale D'arte Vincenzo Bellisario, Pescara.

## **Work Experience**



Design Creative Lead at Oliver Agency, Milan - London.



Nov 2017 - Nov 2019

Senior Digital Art Director at Kettydo+, Milan.



Nov 2015 - Oct 2017

Senior Digital Art Director at Bitmama, Milan.



Jan 2015 - Nov 2015

Digital Art Director at Y&R, Milan.



Dec 2013 - Dec 2014

Digital Art Director Freelance, Milan - Pescara - Vancouver - NYC.



Nov 2011 - Nov 2013

Junior Digital Art Director at Red Cell, Milan.



Apr 2011 - Oct 2011

Intern Web Designer at Now Available, Milan.



Mar 2010 - Jul 2010

Intern Graphic & Web Designer at MS3, Pescara.



May 2009 - Jul 2009

Intern Graphic Designer & Illustrator at Mirus, Pescara.

### Languages







### **Brands**















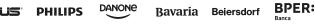












### **Hobbies & Interests**























