

LUCA CONTENTI

GRAPHIC DESIGNER



PERSONAL INFORMATION

Luca Contenti

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NATIONALITY: Italian

DATE OF BIRTH: 03/08/1991

WORK EXPERIENCE

DATE (FROM-TO)	03/2020 - 06/2022
TYPE OF BUSINESS	TSI CONSUMER GOODS GMBH (Berlin) - (Food, beverages and non-food consumer goods)
POSITION HELD	Graphic designer
MAIN ACTIVITIES	Creation of the packaging designs and advertising materials for strong retail brands and private label of discount retailer chains such as Aldi, Penny, Rewe, Lidl ... Together with the marketing team, development of logos, brands and also support the expansion of the corporate design.
DATE (FROM-TO)	03/2015 - 04/2019
TYPE OF BUSINESS	LILLA SPA - Trading Company (fashion/home décor)
POSITION HELD	Graphic designer
MAIN ACTIVITIES	Working with the marketing and sales teams development of concepts and visual designs for the over 40 stores located between Italy, Switzerland and Russia. OUTDOOR AND INDOOR PRINT DESIGN (mockups, window graphics, stickers, background banners, signboards, neon signboards). LARGE FORMAT banners (vinyl billboards, street banners, outdoor/indoor big format advertising). GRAPHICS FOR INTERIOR DECOR (patterns for wallpapers, wall stickers, posters, panels). PACKAGING/GRAPHICS FOR CUSTOM GADGETS: packaging for home décor items (sheets, pillows, kitchen items) and for clothing (graphics for shoes boxes, hangtags and woven labels for private labels). Fashion photography POST-PRODUCTION/PHOTO RETOUCH for the e-commerce website. LOGO DESIGN AND CORPORATE IDENTITY. LAYOUT DESIGN for flyers, catalogues, business cards, newspaper/magazine/tabloid advertising. Stickers graphics for car and VEHICLE WRAPPING . Cinema, radio, TV commercials VIDEO/AUDIO EDITING . Creation of graphic contents (images, animated gifs, banners, videos) for SOCIAL NETWORKS AND WEBSITES .
DATE (FROM-TO)	02/2012 - 01/2015
TYPE OF BUSINESS	BLULINDA SRL - Marketing and communication
POSITION HELD	Graphic designer
MAIN ACTIVITIES	Design firm specializing in creative solutions for multiple business sectors (automotive-wine-sport-entertainment-television-travel and tourism). Working closely with the Marketing director design of both internal and client facing marketing materials. Corporate branding/identity, print advertising, invitations, brochures, catalogs, packaging, signage, large format event graphics, website content management.

DATE (FROM-TO)	03/2014 - 06/2014
TYPE OF BUSINESS	NÒSTERMOND COMMUNICATION - Advertising agency
POSITION HELD	Graphic designer
MAIN ACTIVITIES	Responsible for all graphic designs and printed materials of the art exhibition "MORETTO, SAVOLDO, ROMANINO, CERUTI. 100 capolavori dalle collezioni private bresciane" organized by Fondazione Brescia Eventi (Municipality of Brescia City). Posters and billboards placed all over the city, adv. for newspapers/tabloid (Brescia Oggi, Giornale di Brescia, Corriere della Sera), Totem, Roll-up, banners, advertising labels (Maniva water), postcards, invitations. Management and contents upload for looksonweb.com

DATE (FROM-TO)	07/2010 to 09/2010; 01/2011 to 02/2011; 07/2014 to 08/2014
TYPE OF BUSINESS	BRESCIA IN VETRINA - Advertising agency
POSITION HELD	Graphic designer
MAIN ACTIVITIES	Landscape photography post production, logo design, depliant and business cards for hotels, restaurants and tourist facilities. Responsible for all graphic designs and printed materials for the Vigasio Store re-opening (including restyling of logo design and corporate identity).

EDUCATION AND TRAINING

FROM 2006 TO 2011	Istituto Statale Professionale Camillo Golgi
TITLE OF QUALIFICATION	Degree in Graphic Design
PRINCIPAL SUBJECTS OCCUPATIONAL SKILLS COVERED	Visual Communication, graphic design, marketing and communication, photography
TRAINING COURSE	Social Media Strategy course - by BLine (marketing agency)
PROGRAM OF THE TRAINING COURSE	The Strategic Planning Process, planning and Budgeting, how Content and Social Work Together

LANGUAGES	Mother language: Italian Other languages: English
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COMMUNICATION SKILLS	Good listening, communication and comparison skills, gained due to numerous experiences of teamworking. Good relationship management skills with suppliers, customers and co-workers.
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ORGANISATIONAL SKILLS	Ability to self manage, prioritise projects, work autonomously and as part of a team. Capability to perform under pressure and work to tight deadlines.
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JOB-RELATED SKILLS	Graphic design experience and solid understanding of Pre-press concepts and file preparation. Able to work within brand and design guidelines. Knowledge of both Windows and Mac platforms. Developed skills in the use of industry standard software for layout, graphic design, post-production, video/audio editing. Adobe Creative Suite (Photoshop, Illustrator, Indesign, Acrobat, Premiere, Audition, Camera Raw), Logic ProX, Office suite . Basic knowledge on Joomla, Wordpress, Wix ambient. Familiarity with Trello, Asana, Google suite, web video platforms (vimeo, youtube etc.), social, professional printers as Xerox/Toshiba.
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DRIVING LICENCE	B
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