

# LUCA CONTENTI

GRAPHIC DESIGNER



## 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 dècor)

### 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 dècor 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/tablet 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.

## PERSONAL INFORMATION

Luca Contenti

**ADDRESS:** Rigaer Str. 78 - 10247 Berlin

**PHONE:** +39 3385811068

**E-MAIL:** luca.contenti@gmail.com

**NATIONALITY:** Italian

**DATE OF BIRTH:** 03/08/1991

<b>DATE (FROM-TO)</b>	03/2014 - 06/2014
<b>TYPE OF BUSINESS</b>	NÖSTERMOND COMMUNICATION - Advertising agency
<b>POSITION HELD</b>	Graphic designer
<b>MAIN ACTIVITIES</b>	<p>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</p>

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

## EDUCATION AND TRAINING

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

## LANGUAGES

**Mother language:** Italian  
**Other languages:** English

## COMMUNICATION SKILLS

Good listening, communication and comparison skills, gained due to numerous experiences of teamwork. Good relationship management skills with suppliers, customers and co-workers.

## 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.

## 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.

## DRIVING LICENCE

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