



# LUCIANA SACCOMANI

GRAPHIC DESIGNER  
SOCIAL MEDIA MANAGER

Highly organized and creative freelance graphic designer, with over 20 years of experience in Brand identity, Editorial Design, Web Design, Social Media Marketing, Digital Advertising, Communication Consulting, and Pre-press Management. I develop effective communication solutions that meet client objectives; ranging from publishing houses and restaurants to fashion brands and financial institutions.

My portfolio [behance.net/LucianaSaccomani](https://www.behance.net/LucianaSaccomani)

Milan, 25<sup>th</sup> March 1970

I live here Milan

[lucianasaccomani.it](https://www.lucianasaccomani.it) [eggdesign.it](https://www.eggdesign.it)

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Luciana Saccomani

2022 Mobile Content Creation Course, CFP Vigorelli, Mi

2021-2022 English Language Courses, B2 Level, CFTA, Mi

2021 Social Media & SEO Copywriting Course, CFTA, Mi

1992 FSE Scholarship in Computer Animation and TV Post-Production, ACIST, Mi

1988 | 1992 Four-Year Scholarship in Graphic Design Istituto Europeo di Design, Milan

1988 Diploma, Liceo Artistico Statale 1°, Milan

Adobe Creative Suite InDesign, Illustrator, Photoshop

Microsoft Suite Word, PowerPoint, Excel

WordPress (basic), Meta Business Suite, Business Manager; Video Editor VN Mobile, Cap Cut

+ Canva, Trello, Asana, Mailchimp, Brevo

English (B2 Proficient)

## Freelance Graphic Designer & Communication Consultant | 2010 - Present

Develop brand identities, editorial projects, websites, and social media marketing strategies for diverse clients.

Provide communication consulting services to businesses in various sectors.

**Key Clients (Selection):** *Silvana Editoriale, Il Trima Restaurant, Tenuta Marengo, Terre in Fiore, IBSA Italy, PharmaLab24, Servier Italia, Prato Digitale Consulting, Lara Bernini Life & Wellness Coach, SHG Sunset Hospitality Group, Tribù della Vela, AP Contract Luxury & Security, Ganesh, Bull&Bear, BlackWitch.*

## Art Director & Graphic Designer | Mediavalue, Milan | 2011 - 2020

Managed visual identity, editorial design, trade show and conference materials, websites, social media marketing, and digital advertising. Oversaw pre-press operations and managed supplier quotes.

**Key Clients (Selection):** *Giunti Editore, Il Sole 24 Ore, Italian Gourmet, Food Association Le Soste, Antonio Salvatore Chef, Antica Osteria La Rampina, Casa Limone NY, Claudio Sadler, InGruppo, Foody Milano, Gualtiero Marchesi, Rampoldi Restaurant Monaco, Ristorante Lorenzo, SoGeMI, Borgo Tuft, URSA Italia, and numerous fashion brands (Byblos, Dimensioni, Ganesh, Genny, Luca Calzature, Miriade, Ralph Lauren, Versace Jeans, Who\*s Who).*

## Graphic Designer | m&c marketing comunicazione, Milan | 2007 - 2010

Designed corporate identity materials, editorial projects, and trade show/conference materials. Managed pre-press operations. **Key Clients (Selection):** *Aler, Regione Lombardia, AssoLombarda, Camera del Lavoro di Milano, Partito Democratico, Provincia di Milano.*

## Graphic Designer | Wise Media, Milan | 2004 - 2007

Managed the visual aspects of four company publications and oversaw the editorial department.

Designed trade show and conference materials. Trained junior graphic designers. Managed pre-press operations. Used English daily with colleagues, clients, and suppliers. **Key Clients (Selection):** *Assa Abloy, DuPont, Omnikey, Sokymat.*

## Graphic Designer | Mercurio, Milan | 2000 - 2004

Corporate identity development, editorial design, layout of financial reports for banking and insurance clients, prepress management

**Key Clients (Selection):** *Banca Fideuram, Banca IMI, Interbanca, Banca Intesa, BPU Banca, Cattolica Assicurazioni, Compass, Credito Italiano, Gruppo UniCredit, Pioneer Investments, Sanpaolo Invest, Guieu, Rottapharm*

## EARLY PROFESSIONAL EXPERIENCES

### Graphic Designer | Ing. Castaldi Illuminazione, Trezzano sul Naviglio (MI) | 1999

Corporate identity, editorial design & layout. In-house graphic design department for a lighting company.

### Graphic Designer | Pi&Erre, Milan | 1997 - 1999

Editorial design and layout of Euroclub Italia's quarterly magazines.

### Graphic Designer | La Provincia Pubblicità, Como | 1996 - 1997

Design and layout of supplements for the *La Provincia di Como* newspaper

**Graphic Designer | DMC Direct Marketing Communications, Milan | 1995** Design of direct marketing campaigns for the banking, insurance, finance, and retail industries.

**Paintbox Designer | Nuova Video Zoom, Milan | 1993 - 1995** 2D computer graphics on Quantel Digital Paintbox for Rete A television.

### Graphic Designer Freelance | 1991 - 1993

- *Onda TV* magazine.
- Restyling of the LIPU brand, @Istituto Europeo di Design, Milan, **Bob Noorda** team.
- *Internship* (@ Puntolinea (Monza) as Junior Graphic Designer. Editorial and packaging projects.

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