



LUCIANA SACCOMANI

GRAPHIC DESIGNER
SOCIAL MEDIA MANAGER

Graphic designer with solid experience in editorial design, visual identity systems and social media marketing. Specialized in brand design, logo creation, editorial content, and digital advertising. Skilled in visual communication for the food, fashion, health care, culture, and tourism sectors. Proficient in managing digital projects and content creation for social and web channels.

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

Nata a Born in Milan, March 25, 1970

I live in Milan

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

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LinkedIn Luciana Saccomani

CORE SKILLS

- Brand identity
- Logo design
- Editorial design (books, brochures, magazines)
- Graphic design for events
- Visual communication project management
- Social media marketing
- Digital advertising
- Copywriting for web and social

PROFESSIONAL EXPERIENCE

Freelance | Graphic Designer & Art Director

2010 - present Visual identity design, editorial projects, web and social content. Development of digital campaigns and communication strategies.

Main clients: *Sunset Hospitality Group, Silvana Editoriale, Ristorante Il Trima, Tenuta Marengo, Terre in Fiore, Ganesh, Bull&Bear, BlackWitch, Servier Italia, IBSA Italy, PharmaLab24, Prato Digitale, Lara Bernini, Tribù della Vela, AP Contract, Manzoni Hub, Alfa Project, Bluserena*

Mediavalue, Milano | Art Director & Graphic Designer

2011 - 2020 Creative coordination of editorial and digital projects. Production of event materials, websites, and social campaigns. Supplier and prepress management.

Main clients: *Giunti Editore, Il Sole 24 Ore, Italian Gourmet, Le Soste, Sadler, Gualtiero Marchesi, Rampoldi, Byblos, Versace Jeans, Confindustria, AssoLombarda, Finaval, URSA Italia, Lamaro Group*

m&c marketing comunicazione, Milano | Graphic Designer

2007 - 2010 Corporate identity and editorial design, event materials, prepress management.

Main clients: *Aler, Regione Lombardia, Camera del Lavoro, Partito Democratico, Confindustria*

Wise Media, Milano | Graphic Designer

2004 - 2007 Visual lead for four periodicals. Editorial team management. Trade show and event design. Junior graphic designers training. Daily use of English.

Main clients: *Assa Abloy, DuPont, Omnikey, Sokymat*

Mercurio GP, Milano | Graphic Designer

2000 - 2004 Editorial projects for banking and insurance sectors. Prepress management.

Main clients: *Gruppo UniCredit, Banca Intesa Sanpaolo, Sanpaolo Invest, Credito Italiano, Banca IMI, Banca Fideuram, Cattolica Assicurazioni*

EARLY CAREER EXPERIENCE

1999 Ing. Castaldi Illuminazione

1997 - 1999 Pi&Erre, Milano

1996 - 1997 La Provincia Pubblicità, Como

1995 DMC, Milan

1993 - 1995 Nuova Video Zoom, Milan

1991 - 1993 Freelance: Onda TV, project for the visual identity of LIPU, Bob Noorda's team, Puntolinea Monza (internship).

EDUCATION

2022 Mobile Content Creation, CFP Vigorelli, Milan

2021-2022 English course, B2 level, CFTA, Milan

2021 Social Media & SEO Copywriting, CFTA, Milan

1992 FSE Grant Computer Animation and Television

Post-production, ACIST, Milan

1988 | 1992 Four-year Graphic Design Grant Istituto Europeo di Design, Milan

1988 Diploma, Liceo Artistico Statale 1°, Milan

TOOLS AND SOFTWARE

Adobe Creative Suite InDesign, Illustrator, Photoshop

Office Suite Word, PowerPoint, Excel

Content & Project Tools: Canva, Trello, Asana, Brevo

Digital & Web: WordPress (base), Meta Business Suite, Meta Business Manager, VN Video Editor, CapCut

LANGUAGES English: B2 level, written and spoken

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