

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
Born in Milan, March 25, 1970
I live in Milan
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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 medias**

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

SPOKEN LANGUAGES

Italian native speaker. English B2 level, written and spoken

I authorize the processing of personal data contained in my curriculum vitae pursuant to Legislative Decree 196/2003, coordinated with Legislative Decree 101/2018, and EU Regulation 2016/679 (GDPR), solely for the purposes of personnel search and selection.