

retouching

event managment

photography

packaging

LUCIO

LUONGO

CURRICULUM
VITAE

art direction

publishing

logofolio

Moving image

NAME
LUCIO LUONGO

ADDRESS
33 BOLTON WALK N7 7RW

NATIONALITY
ITALIAN

MOBILE
+44(0)7455091780

E-MAIL
ME@LUCIOLUONGO.COM

WEBSITE
WWW.LUCIOLUONGO.COM

AREAS OF EXPERTISE

**ART DIRECTION / DIGITAL ART DIRECTION /
GRAPHIC DESIGN / POTOGRAHY/**

**PROJECT MANAGEMENT / EVENT PRODUCTION /
ON LINE E OFF-LINE PRODUCTION / ANIMATION**

PROFILE

Experienced Art Director with strong interpersonal and organisational skills with the ability to multitask a variety of challenges and responsibilities.
Extensive experience in managing front-to end life cycle of projects focused on art, fashion and advertising.

Adapt in creating and implementing actionable strategies to realise short-term and long-term objectives.
Twenty one years of International work experience in Europe.

Trained and experienced in leadership positions requiring a motivational and managerial ability to produce positive outcomes and energy in a team

KEY SKILLS AND COMPETENCIES

- Experience in: logo design, font design, merchandising, POS, outdoor, brochures and digital, cover design, Excellent communication and presentation skills
- Ability to prioritize and juggle multiple projects whit-in tight deadlines
- Strong conceptual thinking visual and interactive
- Extensive Knowledge of design disciplines including layout typography, imagery and color correction
- Video animation and special effect in post production or in real time
- Strong proof of concept, rapid prototyping storyboarding.

SOFTWARE COMPATIBILITY



OTHER SKILL

LANGUAGES



OTHER SOFTWARE

APPLE FINALCUT - AVID MEDIA
COMPOSER - DVD STUDIO PRO -
QUARK XPRESS - FONTGRAPHER
- QUARTZ COMPOSER - VDMX -
ISADORA

HOBBIES



AWARDS & ACHIEVEMENTS

42 below vodka prize creative
contest
1° classified
JAN 2010 ROME IT

Gianfranco Fedrigoni
international prize
Design Merit Winner for
“The Book” by Piero Golia,
MAR 2002 VERONA IT

International Prize for Social
Communication, Italian Minister Of
Communication
cover design of “Kosovo Calling”
OCT 2000 MILAN IT

EDUCATION

Master in Business
Communication &Marketing
2001 ROME IT

Alias Wavefront Maya Editor
2000 VERONA IT


ISD Diploma Art Direction, Design
1989-1992 NAPLES IT

Applied Arts Teacher
Professional Diploma
1989-1990 NAPLES IT


Lycee of Arts Designer Diploma
1985-1989 NAPLES IT


WORK EXPERIENCE


 **MUSIC ON** WORLDWIDE, OCT 2019
(brand manager)
duties: brand management, brand image design, advertising and web campaign


 **MAGALDI S.P.A** WORLDWIDE JAN 2016-2018
(art direction)
duties: corporate identity, visual design, p.o.p., p.o.s., d.e.m, mail, web-marketing, merchandise, presentation, magazine design, Book design, advertising, photography

 **FLUSHNET** AMSTERDAM, NL JAN 2015
(ux/ui interface design)
duties: corporate image, visual design, ux -ui interface design

 **MAO PUBLISHING** MILAN, IT JAN 2014
(art book)
duties: art direction, handmade design, photography

 **MIRACOLO 40** BERLIN, DE NOV 2013
(fashion brand)
duties: brand image, packaging and visual design

 **FONDAZIONE MORRAGRECO** NAPOLI, IT JAN 2013
(art foundation)
duties: corporate image, visual and UI design

 **MUSIC ON** WORLDWIDE, ES DEC 2013
(entertainment agency)
duties: logo design and corporate image, advertising and web campaign for Miami Music Conference

 **ROSENFELDPORCINI GALLERY** LONDON, UK SEPT 2012
(art gallery)
duties: creative direction, catalogue design, p.o.p, p.o.s.

 **MARLEY THE FILM** LONDON UK SEPT 2011
(foreign office ltd)
duties: photo retouch, Colour correction, animation

 **GOLAB** MILAN, IT MAR 2009 - JAN 2012
Duties:

deputy creative director, art director, packaging design, event manager, workflows supervisor, creative resources manager, product manager

Managing teams of 6/35 people, developing corporate identity, visual communication, catalogue and packaging design, interactive video for those events:

DIESEL denim Spring summer 2012 event
Pitti fashionshow 2011, Florence

DIESEL BLACK GOLD fall winter 2011 collection event
Diesel Headquarter, Milan fashion week


DIESEL BLACK GOLD fall winter 2011 collection event
TRANOI, Paris Fashion Week

DIESEL ROCK IN DOTS Spring summer 2011 events
Milan, Naples, Rome, Bologna Diesel shop

55DSL, birthday celebration event
ClubtoClub Turin music festival

MTV BRAND NEW ART TOUR. contemporary art museums events
Peggy Guggenheim - Venice,
Mart - Rovereto,
Maxi - Rome,
Fondazione Sandretto Re Rebaudengo - Turin
Museo della permanente - Milan

UNICREDIT BANK Customer service present

 **ISD** NAPLES, IT SEPT 2007 - JUN 2009
Istituto superiore del design

duties: color theory, DTP, motion graphic design teacher
course coordinator manager

FREELANCE EXPERIENCE

TEACHING AND LECTURE EXPERIENCE

AGENCY EXPERIENCE

 **HUB LABS** NAPLES, IT SEPT 1999 - JUN 2007
Duties:

CEO, Partner, HR, Creative Direction, Art director
Plan focused on generating economies of scale via the integration of 5 different areas, i.e. photography, video production, audio production, special effects, web and multimedia, 3d and graphic design.

Creative director,
3d and graphic design area responsible

Managing teams of 6/20 people, developing corporate identity, visual communication, catalogue and packaging design, commercial, music video for those companies:

ACROARREDAMENTI S.P.A textile producer - Naples, IT
FRATELLIMORELLI S.P.A luxury textile producer - Naples, IT
FINE ARTS UNTERNEHMEN BOOK publishing - Locarno, CH
BARBERINI RESIDENCE luxury hotel - Rome, IT
KAMI SPA international spa - Rome, IT
EMI -BMG- music label - Berlin, DE
BUSTIN LOOSE - music label - London -UK

 **MILAGRO ADV** NAPLES, IT JAN 1992 - DEC 1999

Duties:
graphic design, brand identity design, logo design, catalogue design and merchandising, photo shoot director.

LIDAN - Lift producer, Napoli, IT
GRAFICA PRATICA - weekly graphic design publication, IT