

PERSONAL INFORMATION

Name *Luca Francesco Rossi*
Cell Phone *+39 340 60 51191*
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Portfolio *http://luuca.net/*
Blog *http://luuca.tumblr.com*
Nationality *Italian*
Date of Birth *08/10/1984*

EMPLOYMENT HISTORY

- 01/11 - current* *DIESEL S.p.A., Breganze, Italy*
Graphic Designer Shopping Experience.
- Designer for the window display and instore material of the DIESEL & DIESEL KID global stores with the creative director Dennis Askins. Research, moodboards and concept development, graphic concept, sketching, technical drawing, product development, materials and suppliers sourcing and execution.*
- 10/10 - 12/10* *E-Zenit | Gruppo Zenit, Novara, Italy.*
Consultant Art Director for the il SOLE 24 ORE online editorial office.
- Interface and interaction design for the online tools and applications of the il SOLE 24 ORE web sites.*
- 09/09 - 12/10* *Zhanna Romashka, Milan, Italy.*
Freelance Visual Designer.
- Website designer and graphic assistant of the Russian photographer Zhanna Romashka.*
- 09/09 - 12/10* *Crème Sonore, Milan, Italy.*
Freelance Art Director.
- Corporate identity, communication and web designer. Consultant for marketing and communication strategies.*
- 10/09 - 12/10* *DIESEL S.p.A., Molvena, Italy.*
Freelance Graphic.
- Graphic and video designer for the global DIESEL Visual Department. Manuals and training books development.*

- 04/09 - 10/09 *DIESEL S.p.A., Molvena, Italy.
University internship - Retail Visual Designer.*
- Graphic and visual designer for the global DIESEL Visual Department. Development of instore communications tools, manuals for the store visuals.*
- 09/08 - 04/09 *Milanobene S.R.L
Freelance Visual Designer.*
- Graphic, web, fashion and communication designer.
Development of moodboards and graphics for the seasonal collection.*
- 08/08 - 01/10 *Porcino S.N.I di Luca Francesco Rossi, Milano, Italy.
Owner.*
- Capsule fashion collection launched in 2008. Fashion and graphic design of the product, communication strategies and promo, marketing analysis, suppliers and clients sourcing, business administration.*

AWARDS & PUBLICATIONS

- 2011 *Escape From The Aliens In Outer Space nominated for the 2011 DIANA JONES AWARD, for Excellence in Gaming.
www.dianajonesaward.org*
- 2010 *Escape From The Aliens In Outer Space.
Author, editor and producer of the board game.
Game and graphic designer.
www.eftaios.com*
- 2010 *Publication of the university project "This is Living" on "Data Flow 2 - Visualizing Information in Graphic Design", R. Klanten, N. Bourquin, S. Ehmman, T. Tissot, Gestalten, 2010
ISBN: 978-3-89955-217-1*
- 2009 *Speaker at the videoconference "Rappresentare la Complessità" (Visualizing Complexity) for the UNESP (Universidade Estadual Paulista) university of São José do Rio Preto, San Paolo, Brasil.*

2009 *Award from the Milan City Council
for the video Adv “Autocrazia” (Autocracy)
realized for the university 2009 workshop: BikeMi.*

2009 *Publication of the university project “This is Living”
on the Visualisation Magazine, by Chris Watson.
Title ID: 3391204*

EDUCATION

2010 *Politecnico di Milano, Design Faculty.
Master Degree in Communication Design.
Project: Audience Centered Cinema, supervisor Prof. W. Mattana.
The master thesis is centred on the analysis of the
Italian film industry, from the production to the film consumption,
spotting critical points and developing a tool to re-define the
film production process.*

2008 *Erasmus at the Burg Giebichenstein Hochschule für Kunst
und Design, Halle, Germany.*

2007 *Politecnico di Milano, Design Faculty.
Bachelor Degree in Communication Design.
Project: Mondì Paralleli, supervisor Valeria Bucchetti.*

2004 *IISS J. C. Maxwell
High School Diploma.*

2003 *Scuola Superiore d’Arte del Castello Sforzesco.
Three years course in Art & Craft Diploma.*

PROFESSIONAL QUALIFICATIONS

<i>_Italian</i>	<i>Mother Tongue</i>
<i>_English</i>	<i>Fluent</i>
<i>_German</i>	<i>Conversational</i>