

PERSONAL INFORMATION

NAME Luca Francesco Rossi
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PORTFOLIO <http://luuuca.net/>
NATIONALITY Italian
DATE OF BIRTH 08/10/1984

EMPLOYMENT HISTORY

- 03/14 – PRESENT SANTA RAGIONE S.r.l.
Helsinki, Finland
Freelance Graphic Designer

Research and Development of graphic assets
for the Santa Ragione's studio.
- 01/11 - 03/14 DIESEL S.p.A.,
Diesel Hq, Breganze, Italy
Graphic Designer

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.
- 07/10 - 12/10 Il Sole 24 Ore
Milan, Italy
UX Designer

UI and UX design for the online tools and apps of the il SOLE 24
ORE web sites, both for mobile and web. Contextual interviews,
user experience analysis, concepts definition and brainstorming;
IA/flows & wireframes for mobile and web platforms.

04/09 - 10/09 DIESEL S.p.A.,
Diesel Hq, Molvena, Italy
Visual Designer Intern

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.

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 "THIS IS LIVING!" published on Dataflow Vol.2, Gestalten,
www.gestalten.com , and on User-Friendly Diagrams, by Hiromoto/
Saito, Kaori Miyaoshi.
The map describes the public and private money flows
that influence the quality of living in the city
of Milan in respect to the efficiency of public services.

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 Mobility Week, Milan City Council,
The "Autocracy" short film is awarded the Best Short Film Award during the Mobility Week of Milan. The film was realized as part of a workshop held in the Politecnico di Milano and is about the beauty of cycling in respect to driving. The short film was aired on the maxi-screen in the square of Duomo di Milano during the month of October 2009.

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 University erasmus at the Burg Giebichenstein Hochschule für Kunst und Design, Halle, Germany.
- 2007 Politecnico di Milano, Design Faculty.
Bachelor Degree in Communication Design.
The thesis (advised by professor Valeria Bucchetti) is titled "Mondi Paralleli" :a video animation that describes a world where subliminal messages are no more hidden.
- 2004 Scuola Superiore d'Arte del Castello Sforzesco.
Three years course in Art & Craft Diploma.

OTHER SKILLS

English, excellent
German, conversational
Italian, mothertongue

Making storyboards, moodboards, artworks, UX and UI design, technical drawing, product development, copywriting, some 3D skills.

Advanced drawing skills: concepts, sketches, scenarios.
Member of the noble and prestigious videogame's reviews blog giocagiue.it (under a fake name).