



I am a graphic designer with a focus on visual identity, art direction and digital design, born on February 17<sup>th</sup> 1986 with more than 10 years of experience.

## Davide Deluk

Graphic & UI Designer

+39 333 86 67 710

davide.dlk@gmail.com

**davidedeluk.com**



### ABOUT

#### I am seeking

a position as a graphic and UI designer where I can apply, develop and consolidate my skills in the areas of branding, digital design and art direction.

#### Education

Interaction Design Foundation

2018 - Today

- Design Thinking
- User Experience
- UI Design Patterns for Successful Software

Callan School (London)

2013 - 2014

- English

Master in Art Direction - IED Milano

2006

Diploma - Liceo Artistico Caravaggio

2000 - 2005

#### Abilities

concept development, art direction, layout design, prototyping, web design, naming, printing process, packaging, UX/UI design, Atomic Design and Design Thinking.

#### Software\*

- |                |             |
|----------------|-------------|
| • InDesign     | • Photoshop |
| • Illustrator  | • XD        |
| • Sketch       | • Figma     |
| • Principle    | • InVision  |
| • HTML5 & CSS3 | • Wordpress |

\* to avoid a full laundry list above, I've listed just my favorites. If you use a different software that works well in your established workflow, I would be happy to learn it.

#### Language

Italian, English and currently learning German.

#### Interests & hobby

snowboarding, climbing and trekking. I love learning, reading and listening to music. I'm addicted to ice cream and chocolate.

### EXPERIENCE

#### Freedompro (Bovisio Masciago)

Senior Visual Designer. 2019 - Oggi

Realization of the corporate identity, website and e-commerce of the company. Design of UI application for smart homes with Apple, Google and Amazon.

#### Freelance

Designer. 2016 - 2019

Freelance for some clients: Korff | Ganassini Corporate | La Tua Pasta (London) | Interface Facility Management.

#### Ganassini Corporate (Milano)

Art Director. 2015

Production of POP materials, captivating brochures, and compelling advertising campaigns.

#### La Tua Pasta (London)

Sales Assistant. 2013 - 2014

During this experience I improved English language, my organization ability and the capability to relate with public.

#### Factory Prime (Milano)

Designer. 2011 - 2014

Creation of advertising campaigns, Below the line, web pages and coordinate images of clients such as Luxottica, Mediaset Premium, Harley-Davidson, Black&Decker, Castrol, BP.

#### Gaia Comunicazione (Milano)

Designer. 2009 - 2011

Upkeeping of corporate identities on a variety of different projects.

#### More Light (Milano)

Designer. 2005 - 2009

Development of Below the line, coordinate images and packaging as well as all-round support for senior designers projects.



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## Luxottica

In-store merchandising, Store guidelines







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## Korff

Advertising, Catalogue, Brochure, In-store merchandising, Packaging



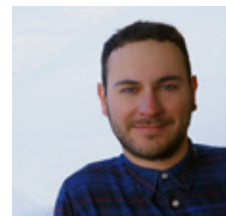


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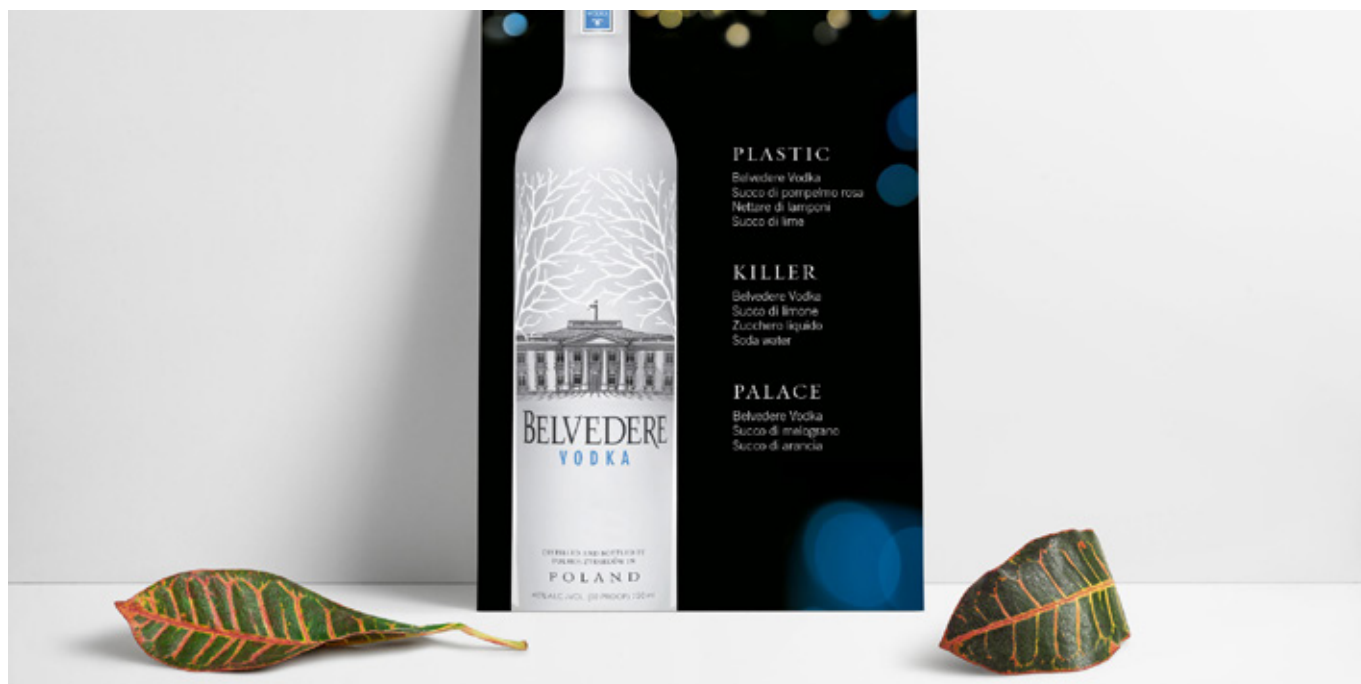
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### Moët Hennessy Italia

Advertising, Catalogue, Brochure





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## Mapei

Advertising, Catalogue, Brochure, Packaging, Stand



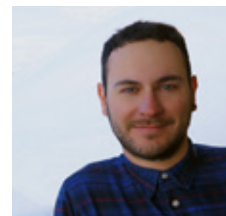




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## Harley-Davidson

Advertising, Catalogue, Brochure





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## La Tua Pasta

Advertising, Catalogue, Packaging, Web



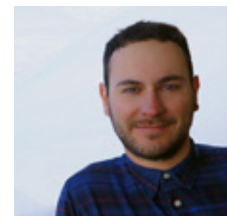




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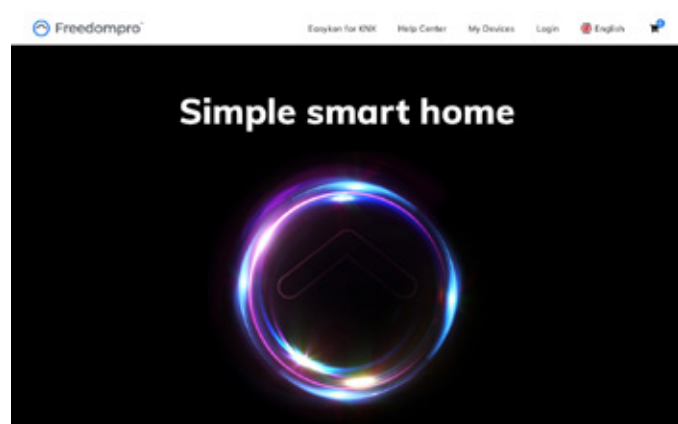
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## Freedompro

Corporate Identity, UX Design, UI Design, Advertising, Packaging, Web, Stand



We have only the smart home in mind. A smart home not only for those who live in it, but also for those who install it. The most important values? The quality of our products and the user experience of our customers. We work tirelessly to create intuitive and powerful devices to make installation and control simple. Our products offer smart home professionals the chance to focus on their business and always offer the best technological solutions.



### Passion

We are passionate about our work and we never tire of it. We are moved by curiosity and enthusiasm and we are convinced that innovative solutions are only created by exploring non-stop.



### Professionalism

We live smart homes all day long. We have a great deal of experience in this sector, a great desire to make it even better and we want to share our work with everyone.



### Openness

Our curiosity leads us to enhance our knowledge and exceed our limits. We explore different realities, we change our minds, we discover new needs, we face new challenges and we overcome any unexpected event. Being open to everything we meet makes us better and makes our work a constant surprise.



### Simplicity

Simplicity for us means eliminating the superfluous from what is really necessary. Our ongoing search for simplicity in all processes makes us proud of what we do and how we do it.



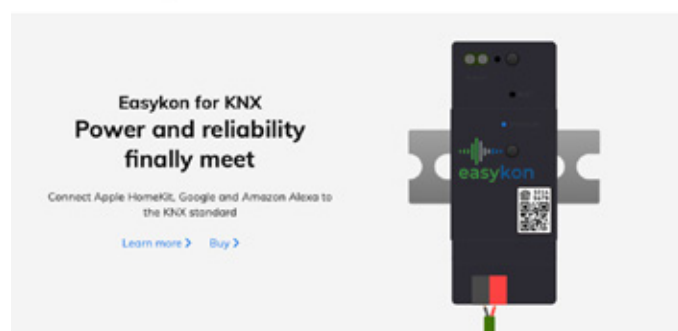
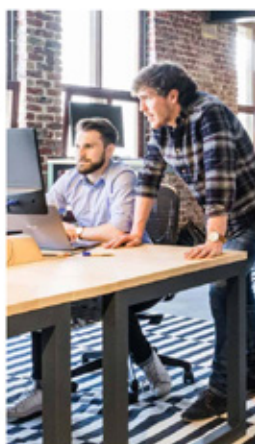
### Customer-centred

We can't get enough of your feedback. We want to improve every aspect of the products we make. Together we are sure to succeed: we listen carefully to your comments and evaluate each suggestion to fully understand your expectations.



### Coffee

Not a simple opportunity to take a break but a real ally that is always there at times when we are sharing, discussing, comparing ideas and making decisions. In short, the greatest motivator and supporter of our team.







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## Gratitude

Corporate Identity, UX Design, UI Design, Strategy

**Project admitted to the course The Startup Training, Bocconi University**

