

Luca Luoni

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About

In 2021 I've pursued the degree in Graphic Design & Art Direction with excellent grades, being specialised in Brand Design. In the last year I've been cultivating a great interest in the world of User Experience and User Interface. For more than five years I've been increasing one of my greatest passions, that's to say street photography: I'm constantly looking for a marriage between lines and geometries in the environment and how people interact with it, thus creating clean and minimal shots. In addition, I'm very fascinated by art in general, from which I draw a lot of creative inspiration.

Works

June 2022
UI/UX Designer Freelance
[Aurilio](#)

May 2022
Visual Designer
[Viralbeat](#)

Since 2018 I've been working as a **freelance graphic designer and photographer**. During these years I've had the opportunity to collaborate with different companies such as z.one concept, TPL Agency, Bone Technology Srl, Letti&Letti, IBF - Italian Building Factory.

Studies & Workshops

2018-2021
NABA - Nuova Accademia di Belle Arti
Milan, Italy

2013-2018
High School of art Artistico Paolo Candiani
Busto Arsizio, Italy

2021
Calligraphy workshop
Milan, Italy

2019
Photography workshop
Milan, Italy

First Level Academic Diploma
Graphic Design & Art Direction
Final grade: 110/100 with honors

High school diploma
Multimedial Arts
Final grade: 88/100

Workshop on calligraphy sign
Calligraphy typography
By Patrick Eduardo

Workshop on streetphotography
Composition and photographic rigor
By Matteo Abbondanza

Studies &
Workshops

2018
Photography workshop
Genova, Italy

Workshop on reportage
Photographic Storytelling
By Giovanni Mereghetti

Skills

Communication, Graphic Design, Art Direction, Brand Strategy, Editorial Design, UI/UX Design, HTML5/CSS (basic knowledge), Teamwork, Photography and post-production, Advertising, Packaging Design

Programs

Photoshop, Lightroom, Illustrator, Indesign, After Effects, Figma, Sketch

Language skills

Italian - Mother tongue

English - B1

Interests

I practice snowboard and wakeboard. Music is part of my daily routine: I listen to different genres of music, but my favorites are hip-hop and trap.

In my spare time I like to keep up to date with the trends in vogue in the fashion world, especially those inherent to sneaker-game. I'm also attracted to art and when possible I like to visit new exhibitions that take place in my city.

Awards

2021
NABA Communication Awards
Milan, Italy

2nd place - Category Illustration
Project: "90° anniversario Negronetto"
By Negroni

2020
NABA x Agenzia TPL
Milan, Italy

1st place - Brand Identity
Project: "Trasportiamo"
By Agenzia TPL

2020
NABA x epda Award
Milan, Italy

Honorable mention for the "Originality & Creativity" - Packaging Design
Project: "Bulgari"
By European Product Design Award

Social

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I, the undersigned, aware of the criminal liability incurred in case of false statements, in accordance with and for the purposes of Articles 47 and 76 of the Decree of the President of the Republic 28/12/2000, No. 445, as well as the other effects provided for by Article 75 of the same DPR, declare under my own responsibility that what is stated in the CV corresponds to the truth.

I authorize the processing of my personal data present in the CV in accordance with Article 13 of Legislative Decree 30 June 2003 No. 196 - "Code on the protection of personal data" and Article 13 of GDPR 679/16 - "European Regulation on the protection of personal data."