Ludovica Cesaretti

Creative Director & Visual Identity – EmpowerX
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Education

BA (Hons) in Technical Arts and Special Effects, University of the Arts London, UK (2018)
Korean Language Program, Sogang University, Seoul, South Korea (2021)

Professional Background

Ludovica is a visual designer and creative director with international experience in fashion, media, and entertainment. At EmpowerX, she leads the creative direction and visual identity of the ecosystem, ensuring consistency across token design, DAO platforms, and the overall user experience.
Her work with brands like Dior, Marvel Studios, and MM6 has shaped her multidisciplinary approach to storytelling in the Web3 space, where functionality meets immersive aesthetics.
Focus Areas: Web3 UI/UX – Visual Branding – Immersive Communication – Creative Storytelling for Decentralized Projects

Key Skills

Special Effects & Prop Making
Set Design, Sculpting, Welding, Painting
Adobe Creative Suite, ZBrush, AutoCAD
Visual storytelling for music and digital arts
Multilingual: Italian (native), English (C1), Spanish (B1), Korean (basic)

Exhibitions & Highlights

Permanent piece at Musée des Arts Forains, Paris
Solo show @ Ex Forno Mambo, Bologna
Visual poetry workshop, Museo Nivola, Orani (2024)

Role in EmpowerX

At EmpowerX, Ludovica is responsible for the visual identity of the brand, the UI/UX of the token platform, and the design coherence across all DAO-related interfaces. She transforms complex Web3 concepts into engaging user experiences and ensures that the aesthetic language of EmpowerX resonates with both crypto-native users and traditional investors.
She also contributes to the creative direction of marketing campaigns, designing assets and narratives that support token sales, community onboarding, and ecosystem visibility.

Available for KYC & ID Verification