

Luca Curioni

_Portfolio

I feel the need to do, create, and explore.
Every day I wake up with this instinct.
I don't know if I'm a good or bad designer;
I'd rather let you be the judge of that.
I only know that when I design or create,
I'm happy.



_About me

_Skills

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Lightroom
Adobe XD
Adobe Premiere
Adobe After Effects
Adobe Firefly
Figma
klaviyo
Spark AR
Shopify
HTML
CSS

_Education

High shool Graduation
Graphic design
Istituto d'arte Modigliani.

University courses
Accademia di belle arti
di Brera Milano

_Work Experience

Curio Lab.
July 2011 - August 2019
Freelance

Imille
Sept 2019 - June 2020
Art director

La Passione SA
June 2020 - April 2022
Art director

Fedeli Cashmere
May 2022
Art director

Motion Design



<https://www.youtube.com/watch?v=INwvci1vjg4&feature=youtu.be>



<https://www.youtube.com/watch?v=Nuif11I2mn0&feature=youtu.be>



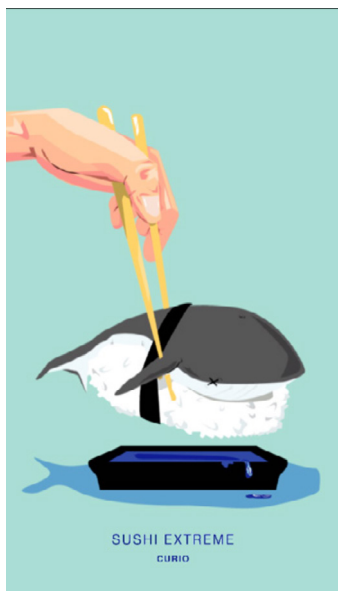
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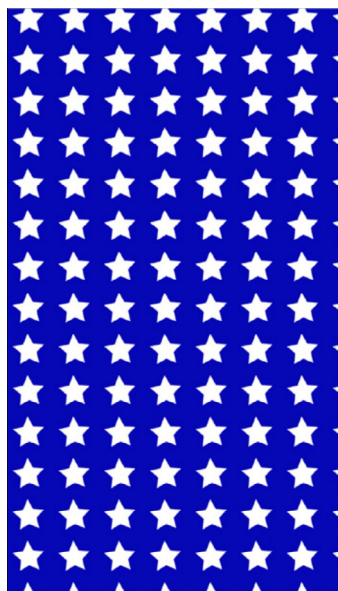
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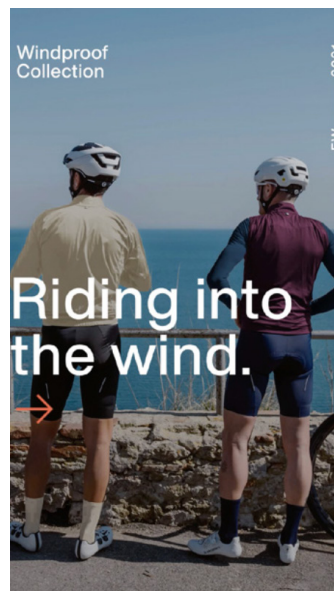
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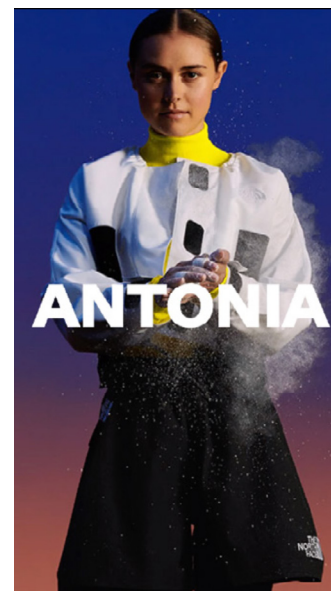
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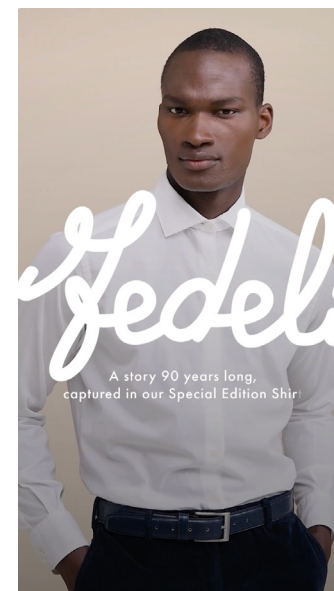
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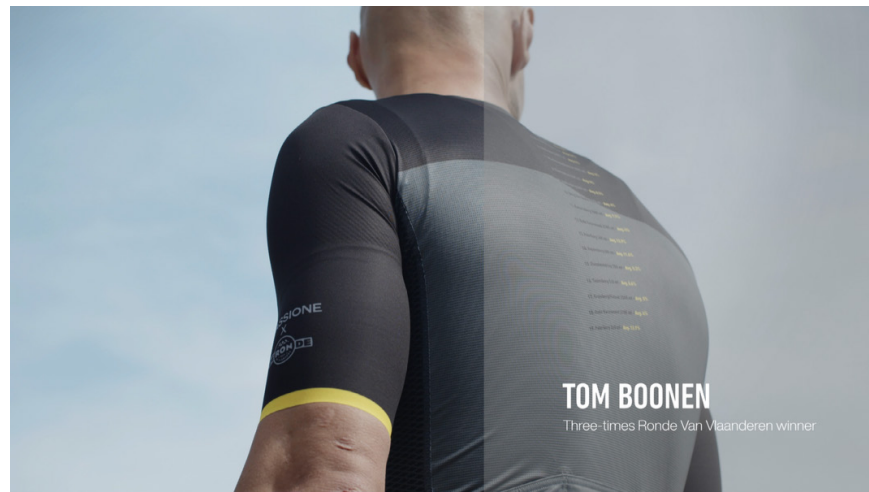
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<https://youtube.com/shorts/Djd8pCLsKg>

Video Color Corrector

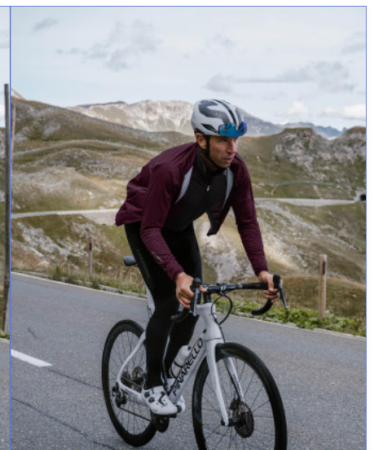
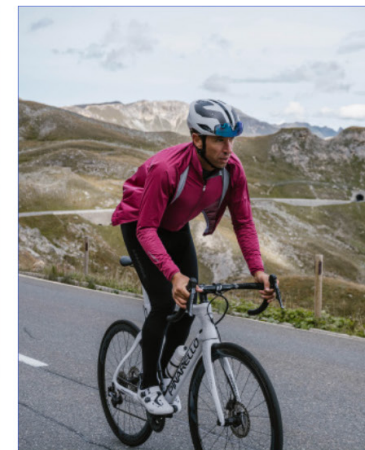
Video Color Correction for
ADV on Eurosport TV Channel



<https://youtu.be/XggHpe67g6I>

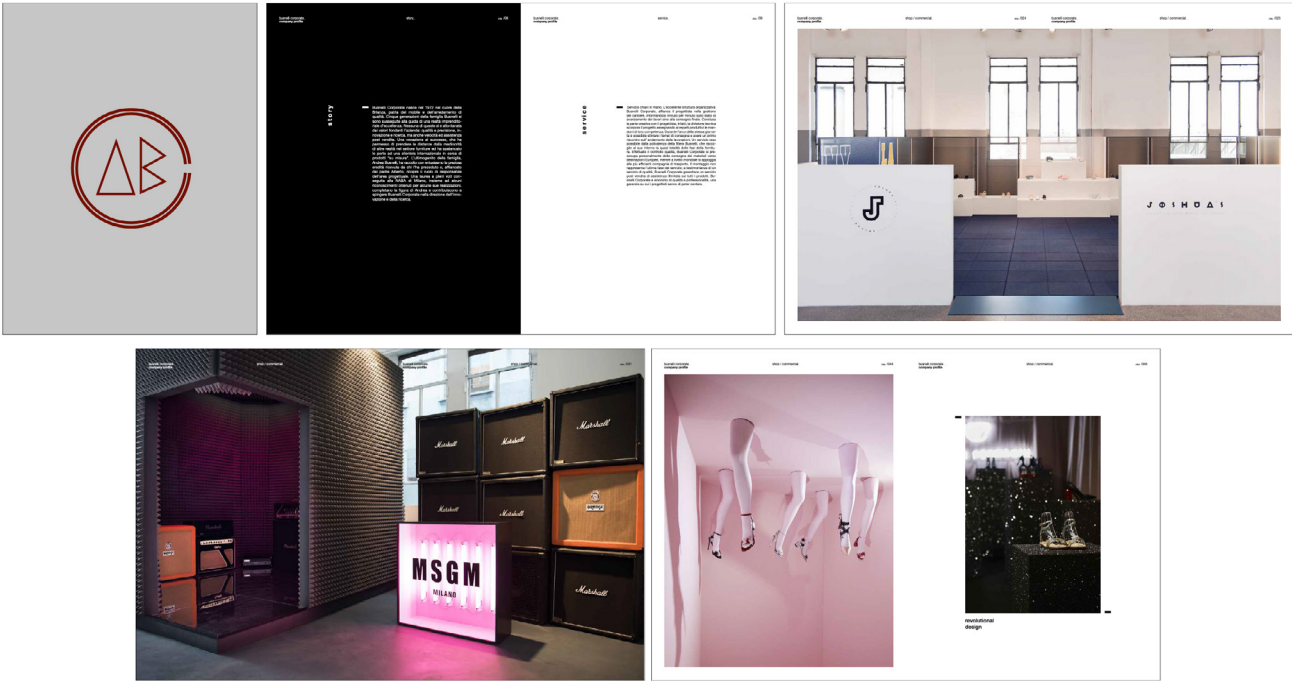
Photo Editing

Photo Editing and
Color Correction for
lapassione.cc



catalogues

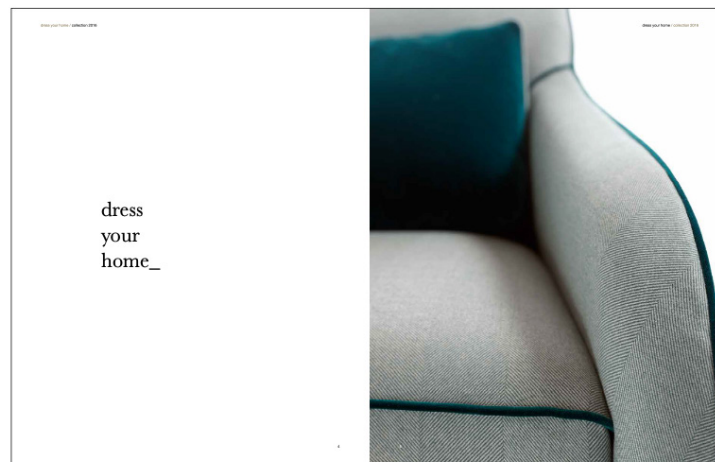
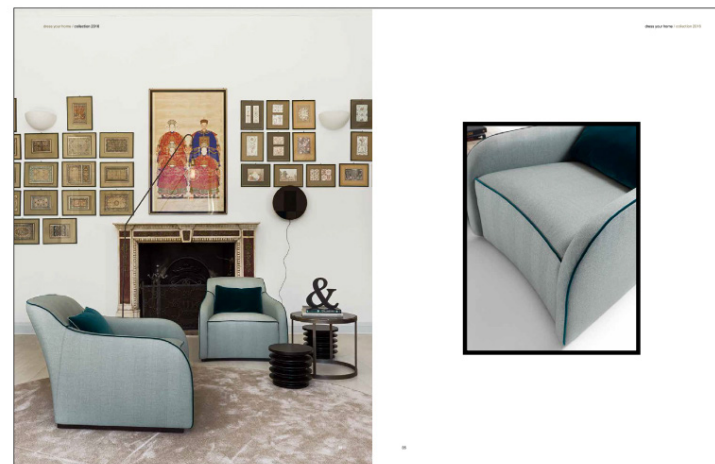
Busnelli Corporate
Creation and design of the product company profile





Moda Collection

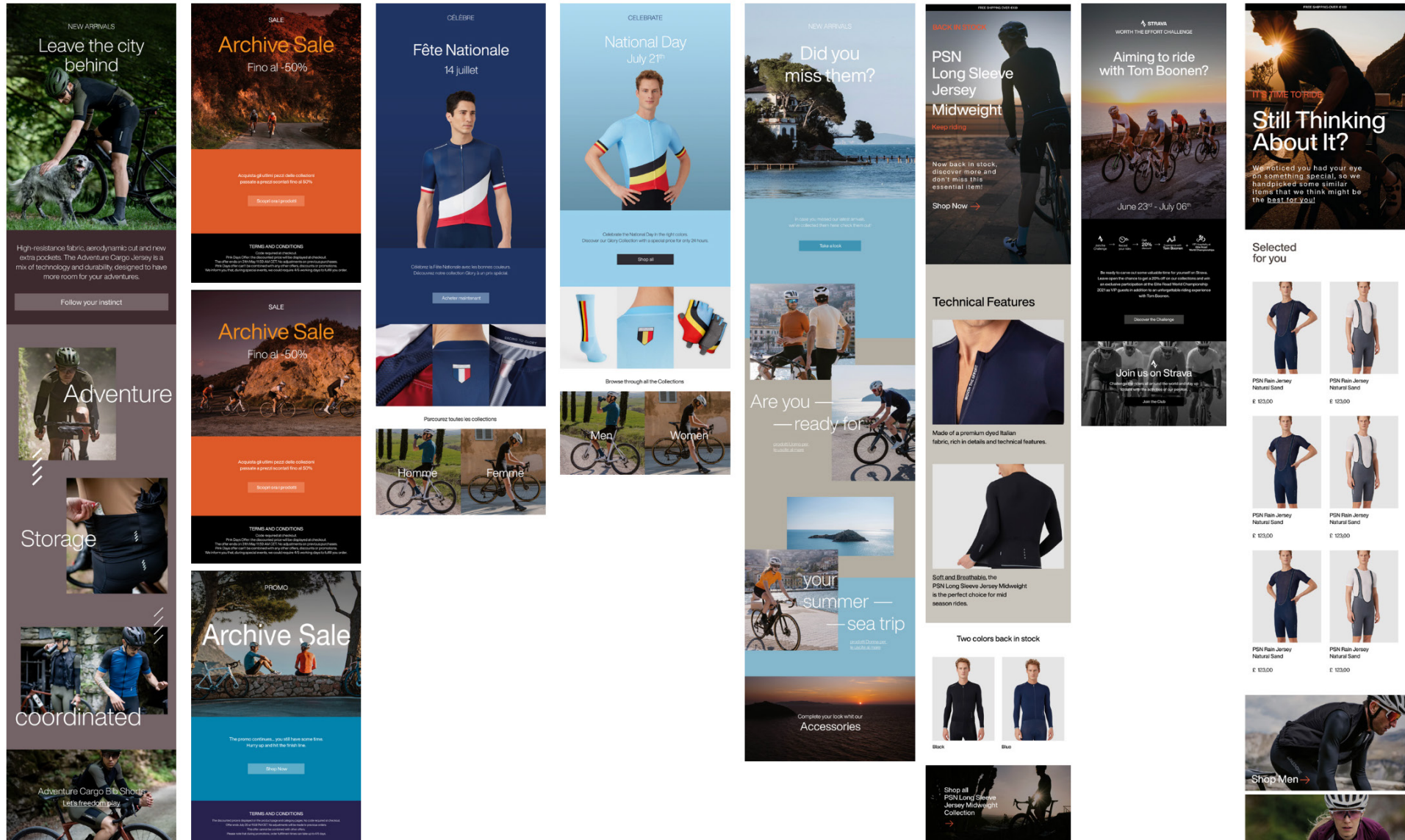
Creation and design of the product company profile 2016, and direction of the photographic shooting.



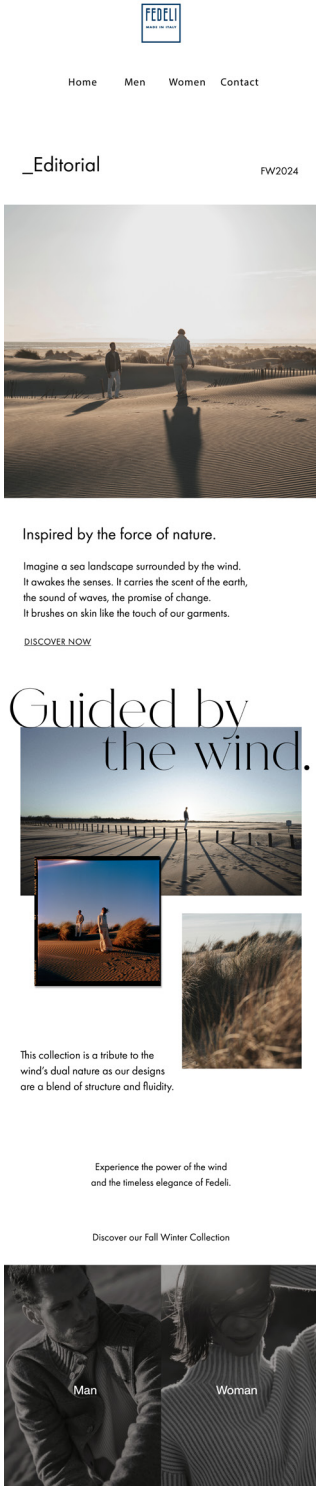
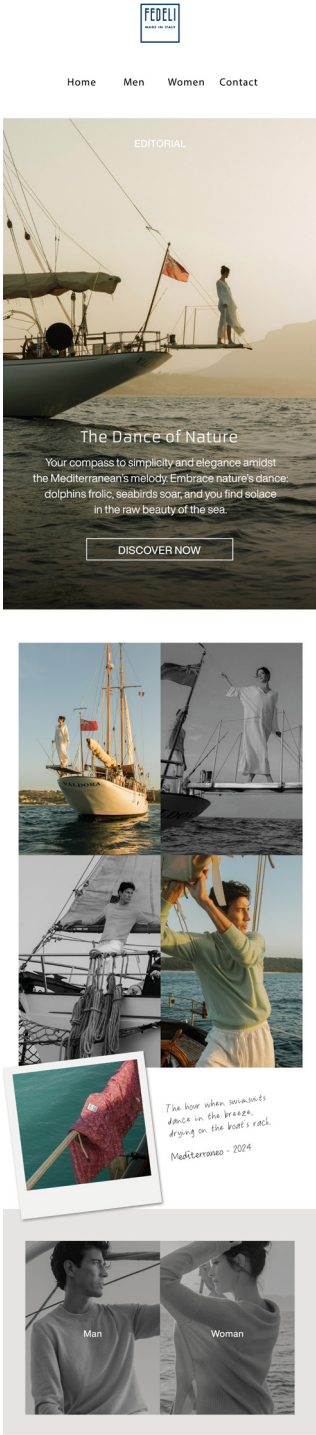
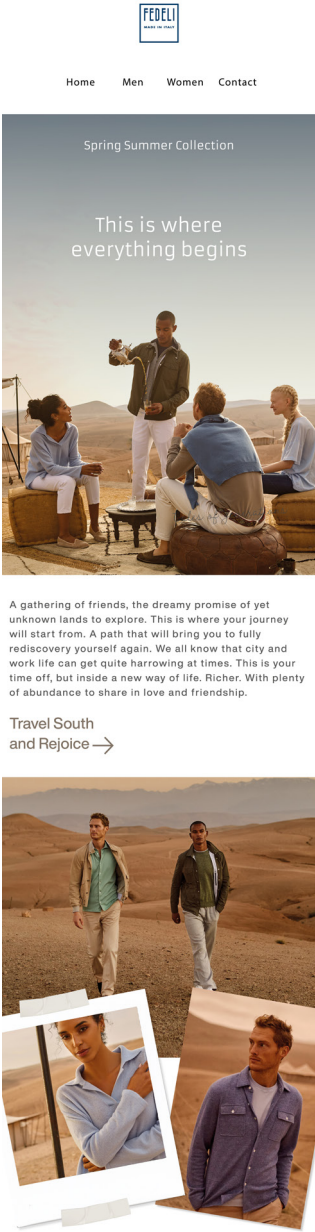
Newsletter

La Passione

Newsletter Campaign for the main Cycling wear e-commerce.
Unique Graphic designer of the company and I managed
8 store and 5 languages for dsk and mobile.



Fedeli
Newsletter Campaign for a quite luxury e-commerce.
Graphic, Concept and Content.



Branding



FEDELI — FEDELI

Moduli

Colori

H1_Armada
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

H2_Helvetica Neue_Medium
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

P_Helvetica Neue_Regular
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z

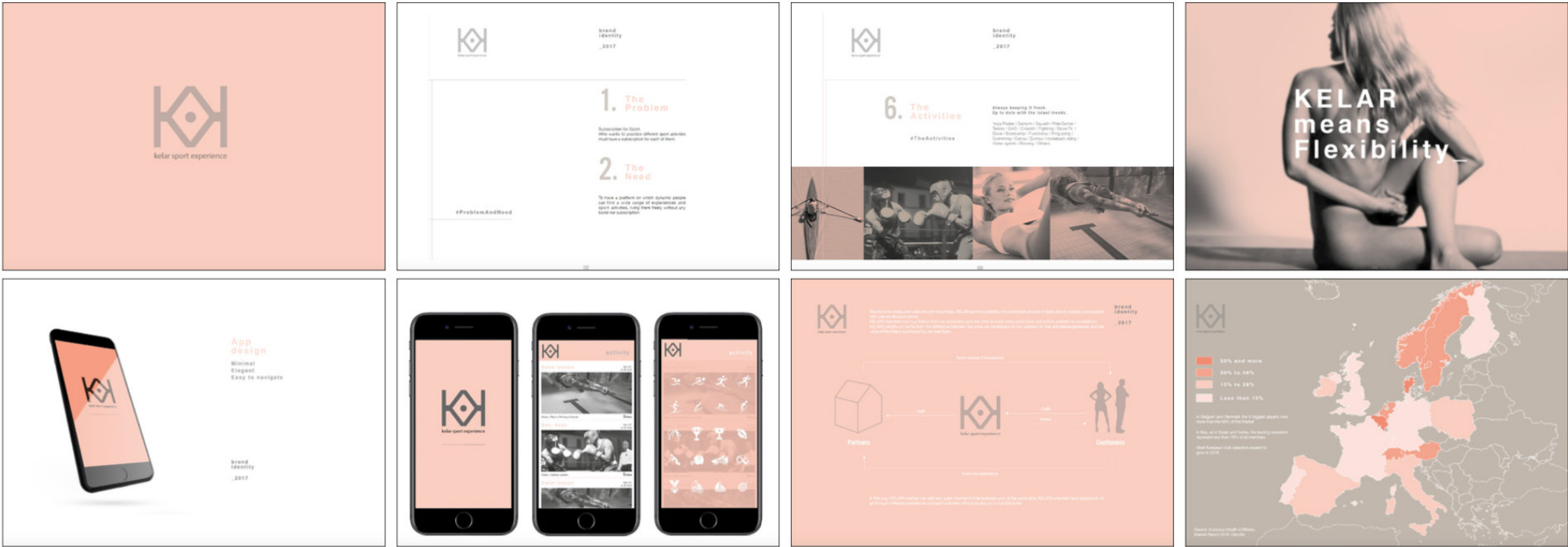
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1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Fedeli
Rebranding for the Company's 90th Anniversary



Kelar
Brand Identity



Campaign

Golden Goose
Design a On and
Off line Campaign.



Golden Goose
Design a On and
Off line Campaign.

SNEAKERS MAKER
TOUR 2020
EURO

VENEZIA
21/
GIUGNO

Via Oberdan, 4 Venezia (IT) Italy
GOLDEN GOOSE / ★

RENDI LE TUE SNEAKERS UNICHE
ATTRAVERSO TRATTAMENTI E
LACCI ESCLUSIVI. ESPRIMI LA TUA
PREFERENZA SNEAKERS MAKER
ATTRAVERSO LA NOSTRA APP

MILAN 02/11/2019
ROME 10/11/2019
PARIS 18/11/2019
LONDON 25/11/2019
TOKYO 02/12/2019
BERLIN 09/12/2019

MILAN 10/11/2019
ROME 18/11/2019
PARIS 25/11/2019
LONDON 02/12/2019
TOKYO 09/12/2019
BERLIN 16/12/2019

QR CODE

Golden Goose logo and tour map

SNEAKERS MAKER
TOUR 2020

PHOENIX SCOTTSDALE
21/22th JULY

RENDI LE TUE SNEAKERS UNICHE ATTRAVERSO TRATTAMENTI E LACCI ESCLUSIVI.
Prenota la tua esperienza Sneakers Maker attraverso la nostra app. →

QR CODE

GOLDEN GOOSE ★

NEXT IN JULY

Rome	Monaco
Forte dei Marmi	Cannes
Puerto Banus	Las Vegas
San Francisco	Chicago
Saint-Tropez	Madrid
Atlanta	Madrid
Los Angeles	Boston
Barcellona	New York
Nashville	Phoenix
	Scottsdale

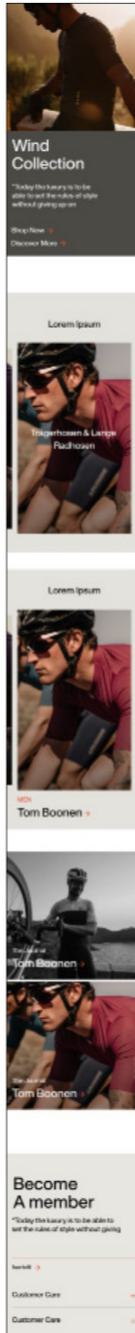
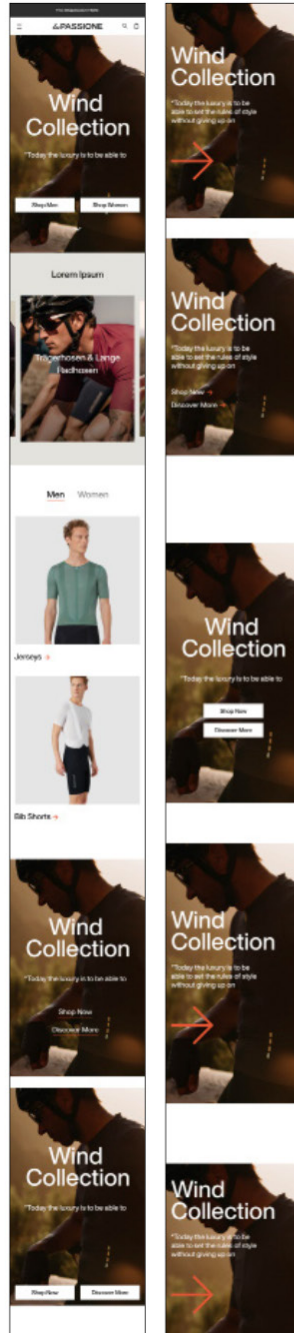
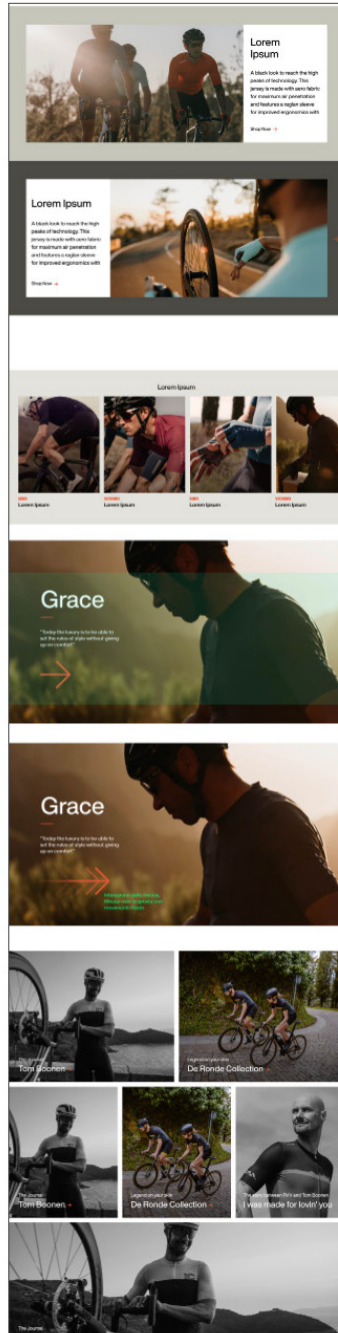
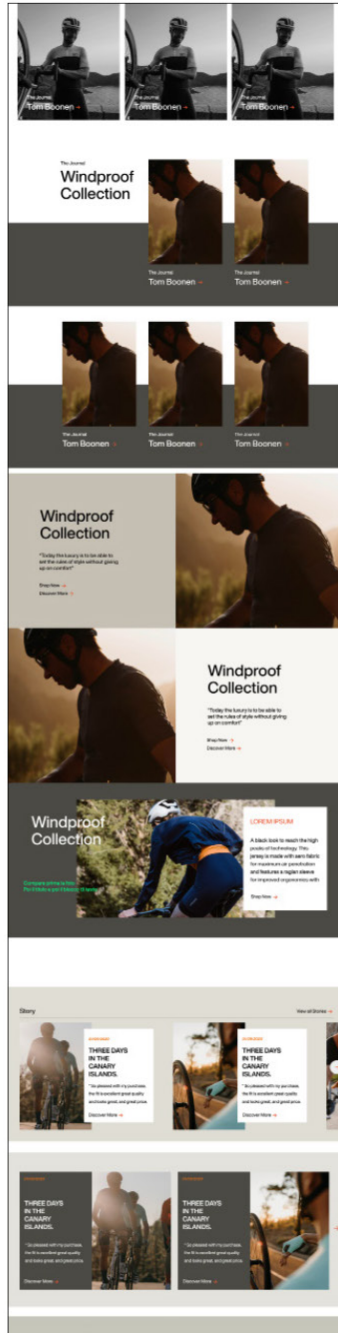
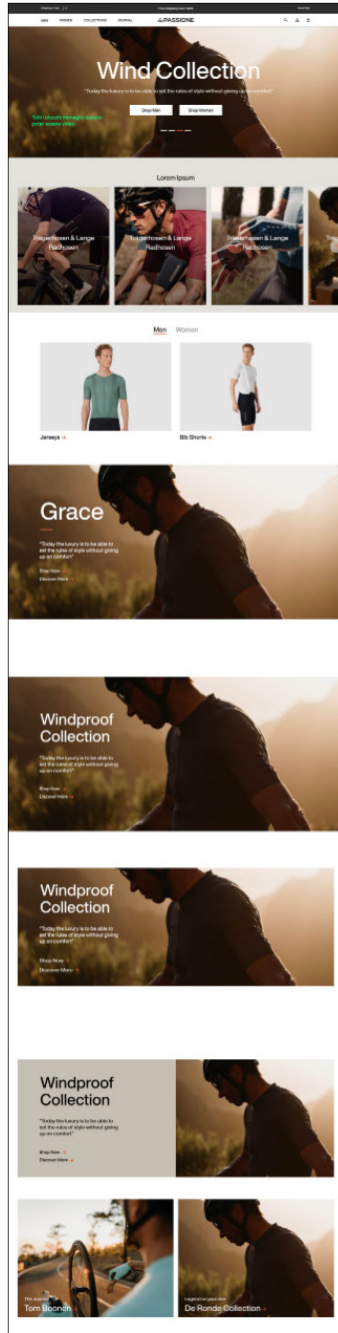
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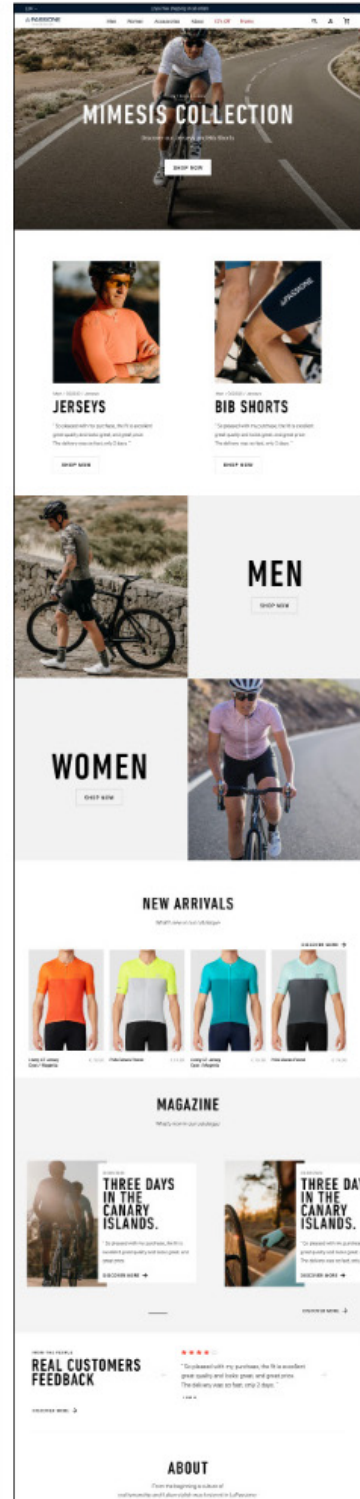
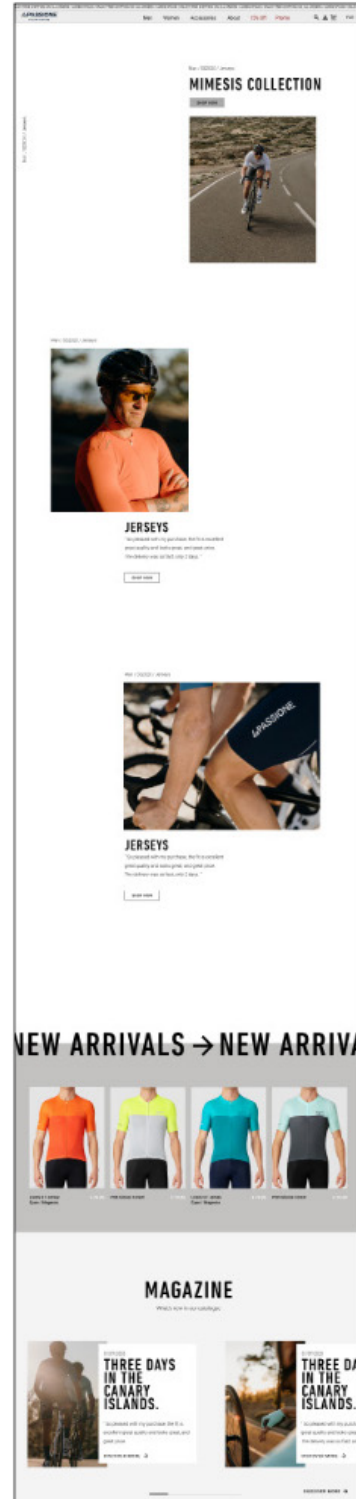
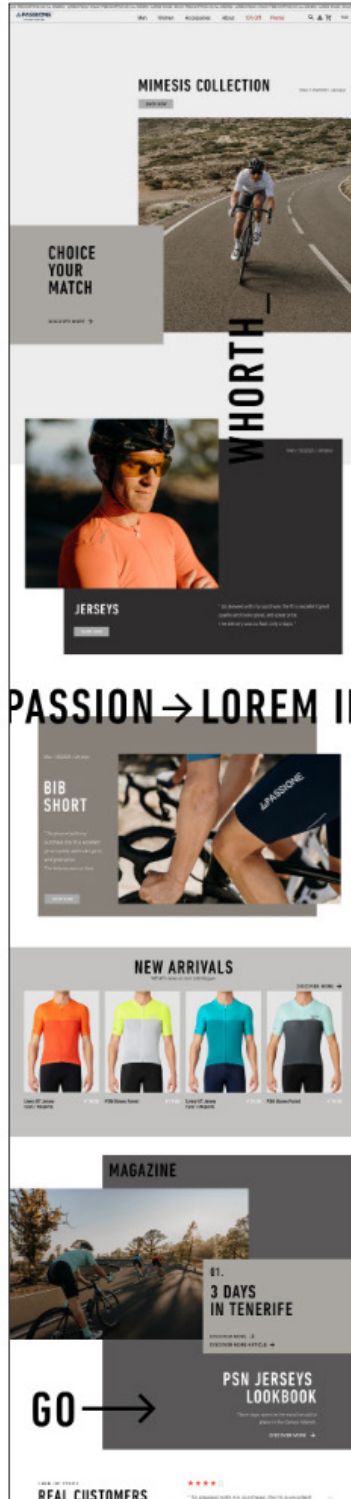
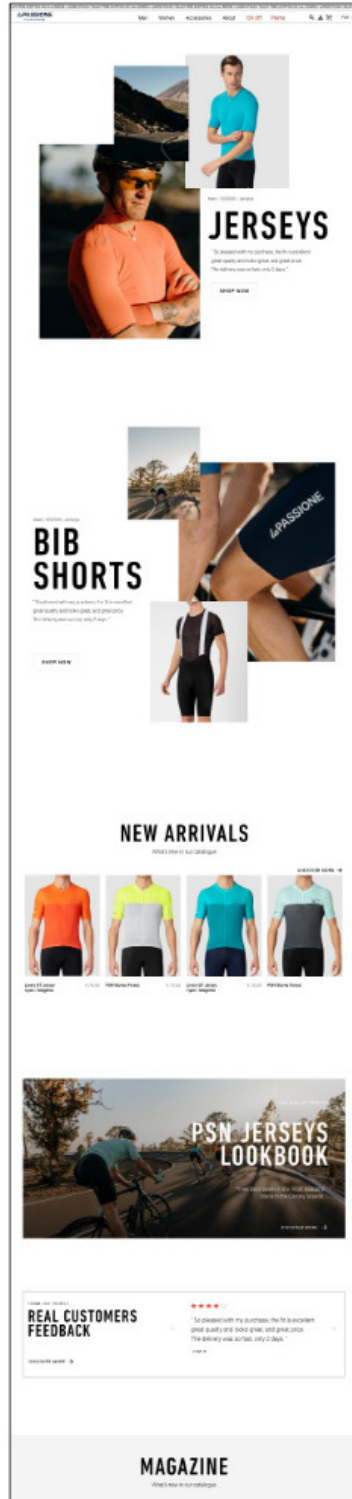
GCDS

Design and animation
of a special landing page.

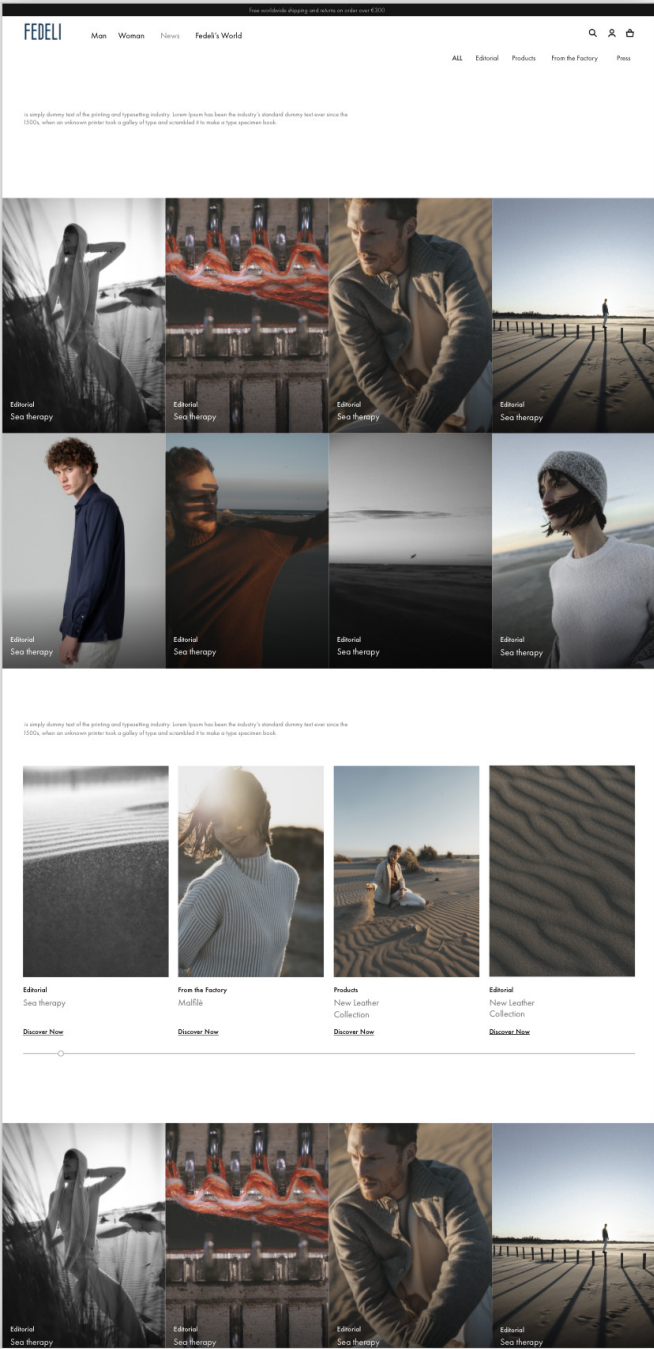
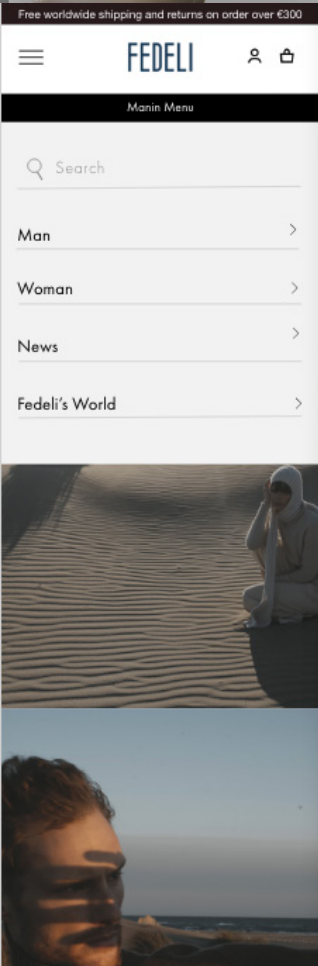
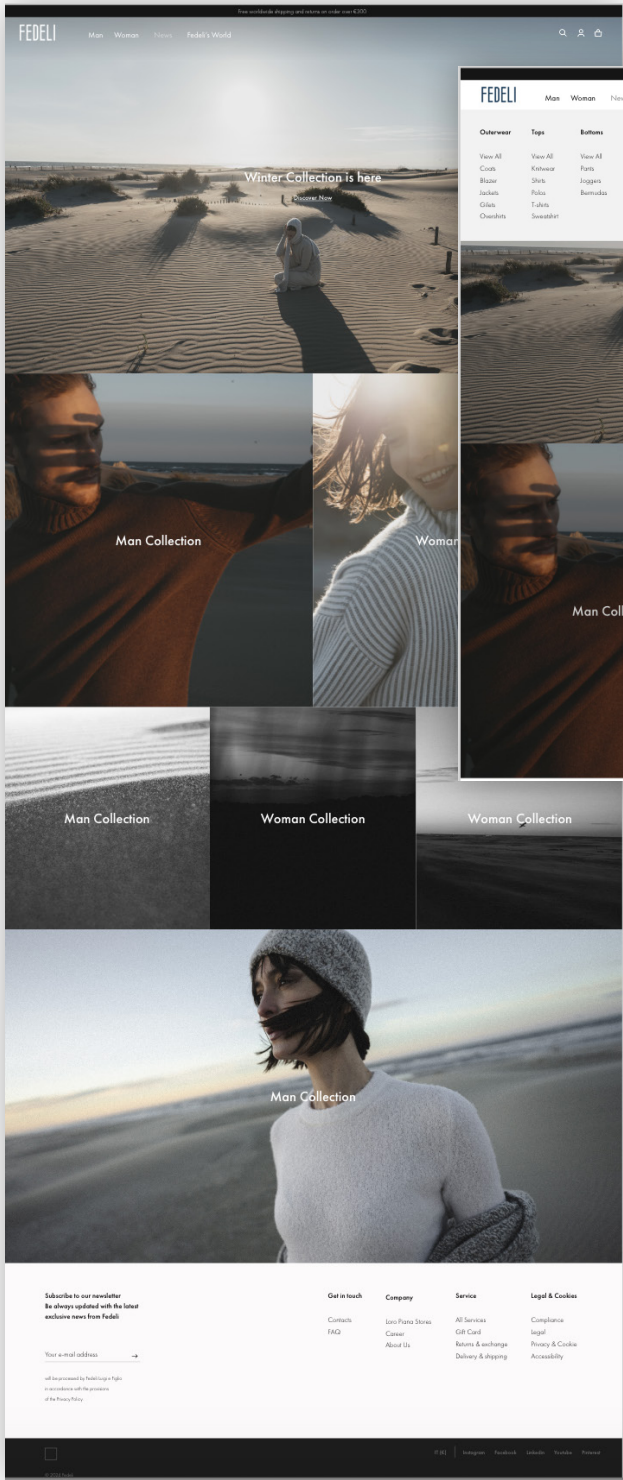


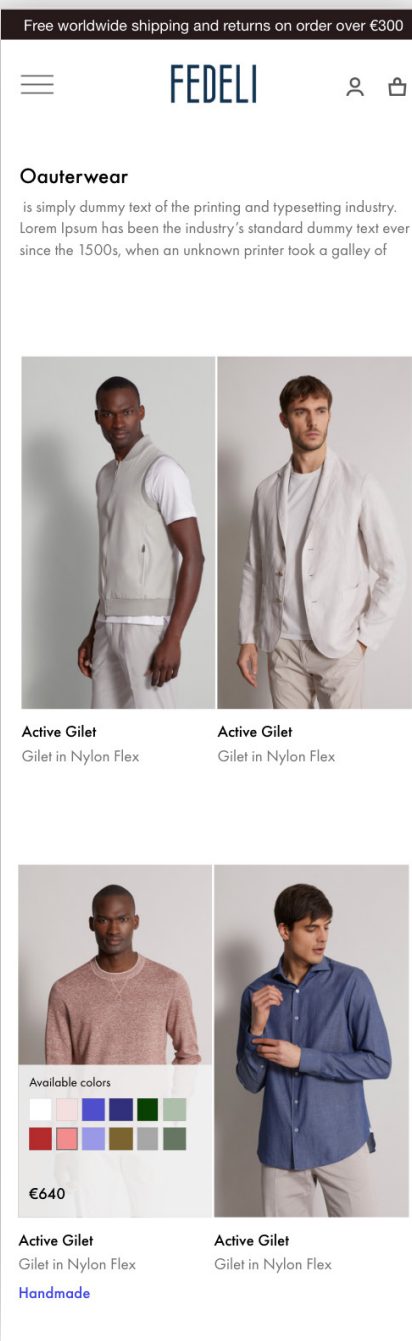
Ui Ux Design





Fedeli
Redesign the ecommerce
fedelicashmere.com





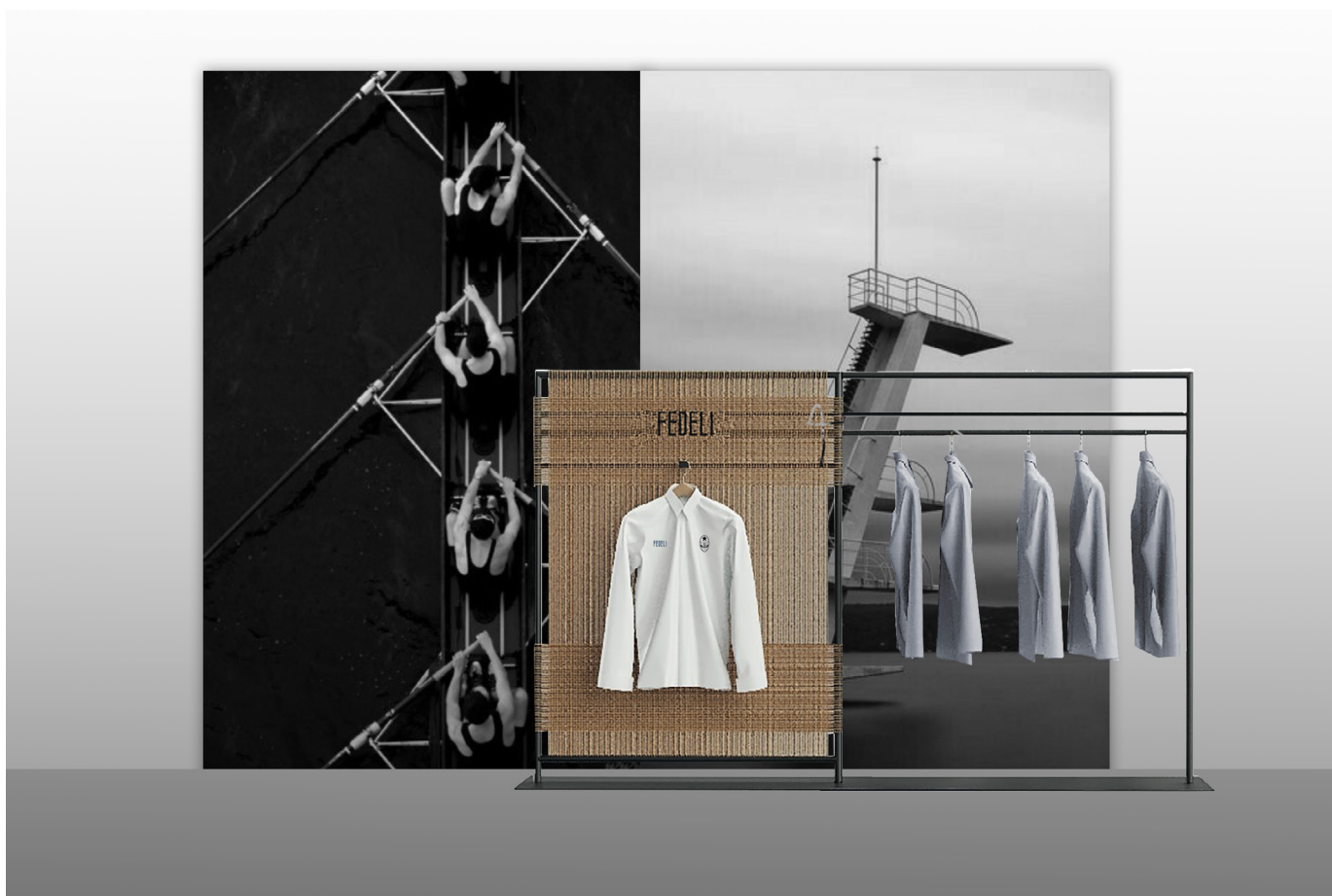
Pattern



AI Render









Photo



Design



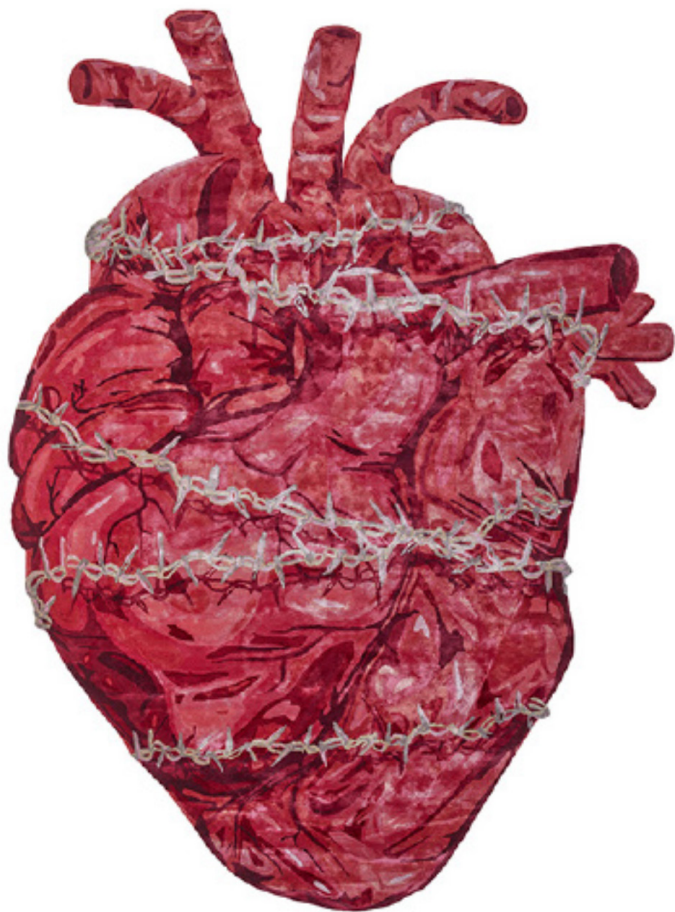
Modà Collection
Design a timeless furniture



Creazioni
Design of two crazy pouffe
and a rocking chair.



Sitap
Design of POP Carpet.



Thank You

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