

LUISA FALETTI

www.luisafaletti.com

Graphic designer
349-0820815
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EDUCATION

AAS IN GRAPHIC DESIGN

Parsons School of Design,
New York
08/2015 - 12/2016

BA IN ILLUSTRATION AND ANIMATION

Istituto Europeo di Design,
Milan, Italy
07/2011

STOP MOTION WORKSHOP

Mammafotogramma studio
Turin, Italy
2010

INDUSTRIAL DESIGN

Istituto Europeo di design,
Milan, Italy
07/2008

AWARDS

SERGIO FEDRIANI

Contest winner, exhibition at
Palazzo Ducale - Genoa, Italy
2013/2014/2015

IRREVERSIBLE MAGAZINE

Contest winner, exhibition of 4
"Bikes" in Miami, FL - 2014

PUBLICATIONS

BOOK COVER DESIGN

Luci a Milano - 50 frammenti degli
anni 50'' - Bolis Edizioni - 2014

SAM EDELMAN

Design, graphics & illustrations for
"A Taste of Fashion"
New York - 2017

OVERVIEW

Imaginative and creative graphic designer and illustrator, I embrace a variety of challenging assignments. Never give up until I found the best solution to a problem. Strong sense of aesthetics and ethical awareness.

SKILLS

Adobe Creative Suite

Illustrator ● ● ●
Photoshop ● ● ●

Indesign ● ● ●
After Effects ● ● ●

Website Development:
Wix/Wordpress

PROFESSIONAL EXPERIENCE

Sam Edelman | New York (2017 - 2018)

US Women's footwear and lifestyle brand

Art Director

- Gifting: Illustrations and graphics for invites, maps, books, plates and trays.
- Branding development and design mock-ups for shoes and clothing.
- Window painting, shoe painting and logo painting.
- Design and layout for signage, catalogues, campaigns and e-mail blasts.

PI&C | New York (2017)

Advertising Agency

Art Director

- Branding for: Conrad Hotels, Alfa Romeo, Pasta Garofalo, Castello del Poggio.
- Created collateral pieces for the new Waldorf Astoria re-branding.
- Campaign design and shooting for Graymoor Lane Designs, jewelry brand.
- Worked with copywriters to pitch ideas for new campaigns.

Stark Design | New York (2016)

Branding, packaging and advertising agency

Graphic Designer

Graphics and stop-motion videos for "PaperMade", a children book collection.

Industria Creative | New York (2016)

Boutique experimental marketing suite

Graphic Designer

- Graphic design, prop sourcing, venue outreach, creative collaboration.
- Involved in group brain storming coming up with ideas for each event.

Freelancer's Island | Milan, Italy (2015)

Graphic design studio

Worked in a multi-creative space with graphic designers and illustrators.

Luxottica | Como, Italy (2014)

Design, manufacture and distribution of fashion, luxury, sports eyewear.

Assistant Brand Manager

- Presenting Armani's new Eye Wear Collection at Villa Erba, Como.



LANGUAGES

Italian (Native)

English ● ● ●
French ● ●
Spanish ● ●
Chinese ●

INTERESTS

Art
Classical music
Food & Wine
Playing the piano

OCAT, Contemporary Art Terminal | Shanghai, China (2013 W- 2014)

Chinese contemporary museum focused on video art and photography.

Director's Assistant

- Helped to curate / plan exhibitions
- Designed graphics for signage and invites for exhibitions

MySuites Design Studio | New York (2013)

Design and branding studio that develops "boutique hotels" in Manhattan.

Graphic Designer

- Designed logos, illustrations and website pages
- Realized Murales, prints and collages inside/outside the apartments

Associazione della Via Montenapoleone | Milan, Italy (2012)

Organizes events in Milan linked to fashion, design, art, and culture.

Public Relations Manager

Photography Exhibition "Tribute to Capri" at Palazzo Morando, Milan:
Planning of event, managed relations with press, visitors, organizers.

SLIDE Srl | Milan, Italy (2011-2012)

Furniture and light design company

Events Coordinator

- Set-up and organization of Padiglione Italia for the Venice Biennial in Milan and Turin
- Liaised with sponsors, curators and Italian/international artists
- SLIDE ART: Managed new line of art works during art and design fairs

Senso Sicilia | Milan, Italy (2011)

Fashion atelier FDM, Francesca di Maria - Palermo

Events Coordinator

Set-up and organization of fashion show and hat exhibition "Tanto di Cappello"
at Palazzo Clerici and Palazzo Cusani, Milan.

Salone del Mobile | Milan, Italy (2011)

Animation project "The magic garden" in the House of Bread of Bastioni di P. Venezia.