francesco \verduci

designer
creative
art director

\ contact me

Rome, Ciampino
Via Trento, 40 - 00043

+39 3498321190

cicciusverd75@gmail.com
www.verdux.biz

\ skills

TECHNICAL

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Premiere
Adobe Firefly
Adobe Audition
Adobe Media Encoder
Adobe Acrobat
Final Cut Pro
Quark X-Press
Microsoft Word
Microsoft Power Point
Microsoft Excel
Chat GPT
Wordpress

PROFESSIONAL

Oil painting
Drawing colored pencils
Watercolor
Ink drawing
Creativity
Teamwork
Communication
Innovate

\ professional title

Calabrian professional, born in 1975, with a degree in Art Direction and Advertising Graphics from IED - Istituto Europeo di Design. Throughout my career, I have worked with several major agencies, including Saatchi & Saatchi, McCann Italy, and JWT Rome, developing creative projects for leading brands and institutions such as Telecom Italia, Il Sole 24 Ore, Enel, Renault, Tamoil, the Italian Senate, and the Vatican City.

As a freelance professional, I ran my own independent creative studio, personally overseeing concept development, execution, and direct client relations. I designed editorial formats for public institutions such as Federsanità-Anci and Legautonomie, and led communication projects for the Ministry of Agriculture.

With the rise of digital communication, I expanded my skill set by collaborating with developers on front-end design in HTML/CSS for both desktop and mobile. I gained experience in video editing, post-production, motion graphics, content management on CMS platforms (WordPress), and social media - effectively bridging traditional print techniques with web and multimedia languages.

I served as Art Director for Lookout News, a geopolitical portal, managing the visual identity of both the website and the print magazine (distributed with Panorama weekly). I currently work as Designer within the Corporate Communications Office of PROGER SpA, a multinational company in the engineering and management sectors, and I also hold the role of Creative Director and Media Strategist at the publishing house Paesi Edizioni.

\ work experience

DESIGNER - CORPORATE COMMUNICATIONS OFFICE

Proger SpA - ROME
International company of engineering and management 2017 - Present

Internal and external communication, communication strategies and assets, social media, brand identity, BTL and ATL campaigns, presentations, events, and institutional video pre-production and post-production.

ART DIRECTOR - DESIGNER

Unione Nazionale Consumatori - ROME
Italy's first consumer association. 2017 - 2024

Communications consultant on brand guidelines, marketing materials and videos.

ART DIRECTOR - DESIGNER

LookOut News - ROME
Observatory on hotbeds of crisis and instability around the world. 2012 - 2017

Creative and structural lead for the institutional portal and the monthly magazine, both online and distributed monthly as a supplement with PANORAMA magazine. Coordinator with the webmaster and print production teams; producer of the opening titles for the web TV; supervisor of video editorials and docufilms published and distributed through the portal, its YouTube and Vimeo channels. Supervisor director for the corporate institutional format, brand identity, reporting materials, and annual reports.

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ART DIRECTOR - DESIGNER

NOEMA - ROME
Communication and Institutional Relations. 2009 - 2012

Creative lead and coordinator for the following publications:

- AUTONOMIE & COMUNITÀ, the official periodical of mayors and local authorities (Legautonomie).
- MOBILITY, a magazine focused on transport and mobility, published by Confarca - Confederation of Driving Schools and Automotive Consultants.
- VENETO & VENETI, a publication promoting the Veneto region, distributed as a supplement with Libero newspaper.
- THEOREMA, a periodical on security, geopolitics, and intelligence.
- IL WELFARE DELL'ITALIA, a socio-healthcare information magazine by Federsanità-Anci.

Creative coordinator for public tender participation, including successful bids such as:

- ISA (Institute for Agri-food Development) - integrated communication.
- FRUTTA NELLE SCUOLE (Ministry of Agriculture) - commissioned by Federsanità-ANCI.
- AMICI PER LA FRUTTA (Ministry of Agriculture) - commissioned by Lega delle Autonomie.
- DIETA MEDITERRANEA (Buonitalia SpA) - commissioned by Federsanità-ANCI.
- CONOSCERE AGECONTROL (Ministry of Agriculture) - commissioned by Agecontrol SpA.

Creative coordinator for the event campaign VINITALY TOUR, including promotional materials and editorial publications for Verona Fiere.

ART DIRECTOR - DESIGNER

Freelance with my own creative studio - ROME 2001 - 2009

- ACLI - Creation and production of promotional informational materials.
- ACS - Aid to the Church in Need (Humanitarian organization) - Creation and production of promotional informational materials.
- ADNKRONOS - Creation of a multi-subject advertising campaign for the Veneto Region - European Social Fund (FSE).
- MINISTRY OF EDUCATION - "Moratti School Reform" campaign (TV spots, periodicals, and promotional materials).
- BAUSCH & LOMB - Creation and production of promotional informational materials.
- BIC LAZIO - Creation of advertising campaigns for periodicals and promotional materials.
- CIRCUITO CINEMA - Creation of the web portal.
- ENEL - Creation and production of promotional informational materials.
- FEDERANZIANI - Creation of corporate identity, merchandising, and the publication SIC - Healthcare in Numbers.
- FEDERASMA - Creation of a primary school event campaign, "A Life with Broad Breathing" - materials and promotional kits.
- FIGC (Italian Football Federation) - Creation of a primary school event campaign, "Values Take the Field" - materials and promotional kits.
- IL SOLE 24 ORE - Creation of advertising campaigns for sector magazines (Guide to Local Authorities, Law and Corporate Practice, Job Guide, Real Estate and Law, Il Sole 24 Ore School), production of promotional materials and minisites.
- ISTITUTO LUCE, Film Distribution - Event campaign for Great Cinema; institutional 6x3 billboards for the Cannes Film Festival 2002.
- RENAULT - Creation of the 2001 institutional calendar and point-of-sale materials.
- ITALIAN SENATE - Creation and production of promotional materials and institutional calendars (1999–2002).
- TAMOIL ITALY (Oil sector) - Advertising campaigns and point-of-sale promotions; promotional materials including lubricant catalogs, agendas, and calendars.
- TELECOM ITALIA - Creation and production of promotional informational materials.
- TIM (Telecom Italia Mobile) - Creation and production of promotional informational materials.
- TELECOM ITALIA LEARNING SERVICE, Training Sector - Creation and production of a mini-campaign for national periodicals and promotional materials.
- VATICAN CITY - Creation and production of editorial publications.

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ART DIRECTOR - DESIGNER

ARS IMAGO Communication - ROME
Communication Agency. 1998 - 2000

Part of a creative team, responsible for the following clients:

- BIC LAZIO (business financing company)
- OMNIA EXPRESS - Ferrovie della Stato Group
- ITALIAN SENATE
- ISTITUTO LUCE
- RENAULT
- IMMOBILI DI PRESTIGIO Real Estate;
- WIN - MOTOROLA
- ISFORT
- TAMOIL - OIL GROUP

\ education

1995 - 1998

IED - Istituto Europeo di Design
Degree in Art Direction, Graphic Design, and Advertising Illustration

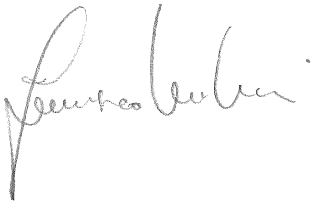
1990 - 1994

Art High School
High school diploma in Fine Arts

Strong team-oriented mindset, with a natural ability for both organizational coordination and leadership. Experienced in open dialogue, collaboration, and conflict resolution. Well-developed coordination and time management skills, shaped by the high-pressure nature of project-based work and tight deadlines.

\ languages

- ITALIAN: native speaker
- ENGLISH: B2 level (upper-intermediate)



I authorize the processing of personal data contained in my curriculum vitae pursuant to Legislative Decree No. 196 of 30 June 2003 (as amended by Legislative Decree No. 101/2018) and Article 13 of the EU Regulation 2016/679 (GDPR), for the purposes of recruitment and personnel selection.