

Lisa Lorenzini curriculum vitae

Personal information

Lisa Lorenzini

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Place and date of birth:
Florence, October 21th 1976
Nationality: Italian

Work experience

Since 2005

Lisa Lorenzini Comunicazione – freelance

Owner – Creative and graphic designer, illustrator and copywriter
Identity (brand and logo design, corporate and brand identity)

Copywriting (concept, headlines, pay-off)

Below the line (brochures, company profile, flyers, depliants)

Advertising (adv campaign, spot radio)

Packaging design

Web design (lay-out design)

Events (fair stands, displays, visual ornaments)

I had the pleasure to work with clients operating in different fields such as tourism, fashion, motors, industrial, medical, ONLUS, etc etc..

Some of my clients: Keeway Italia, Menarini Diagnostics, Ermanno Scervino, Fondo Italia CILSS, Volkswagen Firenze, Catamaranes Del Sur, Mef srl.

2005–2007

Arte School – Florence – Graphic design teacher.

<http://www.arteschool.com/>

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- 2004–2005** **Ideapot srl – Progetti di comunicazione – Florence**
Advertising & communication agency
Partner, founder and art director of the agency.
Coordinator of photographers, collaborators and suppliers.
- Some clients: Riviera Maya Tourism Board, Nannini Spa, Menarini Diagnostics, Mef srl.
- 2002–2003** **Janovitz&Associati srl – Florence**
Art director & copy writer
- 2002** **Kaleidos Comunicazione srl – Florence**
Graphic designer
- 1999–2001** **Microlink srl – Florence**
National franchising of computer stores. National marketing Supervision – 100 stores – Marketing plans, organisation of new openings, merchandising co-ordination, ideation of national campaigns on franchising standards
http://archiviostorico.corriere.it/1997/luglio/25/Tutti_supermarket_del_computer_co_0_9707251578.shtml
- 1998** **Senza Filtro srl – Florence**
Graphic designer
- 1997** **Accademia Marketing e comunicazione srl**
Stage specialised for children products (publications which were sold to the final consumer)
- 1996** **Pedersen Gesk Minneapolis – Minnesota –**
Stage – food and packaging

Other work experiences

- 2007** Book Cover “L’isola di Montefumo”
author A. Bocconi edizioni Oppure
<http://www.oppurelibri.it/alessandrobocconi.htm>
- 2004** Book Cover “Bob Dylan l’ultimo cavaliere”
author N. Menicacci edizioni Hermetema
<http://www.liberonweb.com/asp/libro.asp?ISBN=8888437223>

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2003 **Associazione Infanzia Ferita Onlus** – corporate image
<http://www.aifonlus.it/>

2003 Corporate image and posters
“Un piccolo gesto per grandi sorrisi”
Corporate image and posters for fundraising events for children in Holy Land – “Bambini in Terra Santa”. Among the events (as concerts, shows etc) also a football match with special players as Maestro Muti and the Scala di Milano orchestra.
http://www.aifonlus.it/immagini/galleria_iniziative/Iniziative%202004/Torneo%20di%20Calcio%202004/30-5-2004%20-%20locandina_partita_calcio.jpg
http://www.aifonlus.it/galleria.php?dir_attuale=I%20nostri%20Gadgets/
http://www.aifonlus.it/galleria.php?dir_attuale=Iniziative%202004/Spettacolo%20Max%20Ballet%20Accademy%202004/

“Una questione di autostima”
Cover illustration for a self-esteem test book developed by psychologists of “Nuove frontiere in medicina e psicologia” Onlus .

Education and training

1996
Commendation Award **“Minneapolis College of arts & design” (Usa)**
<http://www.mcad.edu/>

Courses followed:
Posters and propaganda – videomaker – computergraphics

1995
Diploma in
Graphic Design and Photography

“Institute of Arts Florence“
<http://www.isa.firenze.it/>
Vote 58/60

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Languages

Italian mother tongue

English

Fluent spoken and written. Good reading

Computer skills and competences

On Mac e Pc: Photoshop, Freehand, Illustrator, Quarkexpress, Indesign, Flash, Dreamweaver, Fireworks, tips of html language, word, excel, powerpoint.

Artistic skills and competences

My side jobs:

- Painting and drawing
- Artworks
- Children illustrations
- Tails and stories for children
- Small jewellery
- Papier-Maché objects
- Photography
- Music: student and amateur singer (jazz and modern music)

Hobbies:

- Cinema, live music, reading, comics, japanese animation, cartoons, modern art, sea and sailing

Driving Licence

B.