

GIORGIA LA PEGNA

ART DIRECTOR - GRAPHIC DESIGNER

Info

giorgialapegna.com

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Languages

- Italian
- English

Softwares

- Adobe Creative Suite
- Capture One
- Wordpress

Expertise

- Art Direction
- Luxury Brand Fashion Campaigns
- Offsite/Onsite Promotions
- Paid Social and Social Media Content
- Email Marketing Design

Awards

- ADCI Awards 2020 Shortlist - Everybody FUQs by Durex (2020)
- NABA Communication awards 2020 Integrated campaigns GOLD - Everybody FUQs by Durex (2020)
- NABA Communication awards 2020 Integrated campaigns SILVER - The Last Jacket by The North Face (2020)
- Best short film selection at CortoDino Film Festival Dino De Laurentiis - Reliquie (2018)
- Best short film at Fal Film Fest 2017 - Cambio a Sfavore (2016)
- Best D.O.P. selection at GRR Festival 2016 - Cambio a Sfavore (2016)
- Best short film at GRR Festival 2016 - Cambio a Sfavore (2016)

About me

I am an experienced Graphic Designer with a background in media design roles. In my recent role as a Junior Graphic Designer at mytheresa.com, I designed assets for the website, offsite promotions, and newsletters. Additionally, I focused on the creative development of luxury brand fashion campaigns, ensuring that visual elements were aligned with high-end aesthetics.

Work Experience

GRAPHIC DESIGNER JUNIOR

11/2022 - Today

mytheresa.com, Munich - DE

PHOTOGRAPHER JUNIOR

09/2021 - 11/2022

mytheresa.com, Munich - DE

ART DIRECTOR INTERN

09/2019 - 02/2020

DUDE Agency, Milan - IT

- NeN Energia
- Burger King
- AC Milan
- Eolo
- Plasmon
- Kraft-Heinz

FREELANCE ART DIRECTOR & VIDEOGRAPHER

2016 - Today

- Beatrice B, Milan - IT
- CamüGin, Genova -IT
- Andrea Morando and BiMOR Italy, Milan - IT
- Giorgio Galotti GALLERY, Milan - IT
- Snapshot Energy Drink, Milan - IT
- Marangoni Fashion Institute, Milan - IT

Education

MA CREATIVE ADVERTISING

2019 - 2020

English Master degree at NABA Nuova Accademia di Belle Arti, Milan - IT

BA MEDIA DESIGN AND MULTIMEDIA ARTS

2015 - 2018

Three years Bachelor degree at NABA Nuova Accademia di Belle Arti, Milan - IT

Thank you

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