


# CURRICULUM VITAE - KOSODESIGN

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Portfolio: kosodesign.com      BSN: 6458.88.278

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## Work Experiences:

- Nov. '09 - to date: **CROSSMEDIA ART DIRECTOR & GRAPHIC DESIGNER**  
Amsterdam (Netherland) and Milan (Italy)  
AGENCY: Rodex, GiantHydra.com, Blammo Worldwide, Pangoo Design.  
CLIENTS: Yellowbrick, Het Paleis Cafè, Casadamm, Ebay (Marktplaats/Hippas.nl), Museumtickets.nl, Geox, Cinzano, FMG, Iris.
- Jan. '07 - Oct. '09: **CROSSMEDIA ART DIRECTOR & GRAPHIC DESIGNER**  
Milan (Italy)  
AGENCY: Brand Portal - Advertising Agency.  
CLIENTS: Salmoiraghi & Viganò, Fineco Bank, Pirelli, H3G, Mondadori, Sanyo, Direct Line, Vaillant, Amplifon, Compass, Alice, Blockbuster, Renault, Toyota, Eni, Virgilio, Disney, Visa, Agos, Airc, Linea, Fabbri Editori.
- March '06 - Dec. '06: **ART DIRECTOR & GRAPHIC DESIGNER**  
Milan (Italy)  
AGENCY: ScottiMangiarotti - Advertising Agency.  
CLIENTS: Imetec, Lovable, Playtex, Doughty Hanson & Co. Real Estate, Europa Risorse.
- Feb. '04 - Feb. '06: **ART DIRECTOR & GRAPHIC DESIGNER**  
Milan (Italy)  
AGENCY: Publicis  
CLIENTS: Renault, Whirlpool, KitchenAid, HP, Viktor & Rölf, BPU Bank, Parmalat, Acqua Panna, Buitoni, Lancôme, L'Oréal, Garnier, Ikea, Sole 24ore, Zurich.
- Jan. '04 - to date: **PHOTOGRAPHER**  
Milan (Italy)  
CLIENTS: Indesit Company, Home Appliances Industry  
Editorials, Products, Portraits, Still-life, Events.
- Aug. '03 - Jan. '04: **ASSISTANT PHOTOGRAPHER, ART DIRECTOR & GRAPHIC DESIGNER**  
London (United Kingdom)  
CLIENTS: Ariston, HP.
- Oct. '01 - July '03: **FREELANCE VISUAL MERCHANDISER, ART DIRECTOR & GRAPHIC DESIGNER**  
Milan (Italy)  
AGENCY: Publicis  
CLIENTS: HP, Ikea, Ariston, Legambiente, Arjowiggins, Dainese, Alfa Romeo, Becks and Local Retails.
- Nov. '00 - Sept. '01: **VOLUNTEER**  
Boccaccio Social Educational Center, Sesto S. Giovanni (Milan - Italy)  
Fisical and Mental Handycap.
- July '96 - Sept. '01: **VISUAL MERCHANDISER & RETAIL DESIGNER**  
Italy

## Education:

- Oct. '01 - July '03: **VISUAL DESIGN MASTER DEGREE (HBO)**  
Scuola Politecnica di Design - SPD, Milan (Italy).
- Oct. '00 - July '01: **VISUAL DESIGN**  
Scuola Politecnica di Design - SPD, Milan (Italy).
- Sept. '90 - July '97: **HIGH SCHOOL DIPLOMA (MBO)**  
Liceo Scientifico E. De Amicis, Milan (Italy).

## Languages:

- Italian Native
- English Fluent
- Spanish Basic
- Dutch Beginner

## Computer skills and knowledge:

- Photoshop CS5
- Illustrator CS5
- In Design CS5
- QuarkXpress 7
- Cinema 4D
- Dreamweaver CS5
- 3D Studio Max
- Office
- After Effect CS5
- Adobe Premiere CS5
- Flash CS5
- Flash Catalyst CS5
- Flash Builder CS5
- Device Central CS5
- Media Encoder CS5
- Contribute CS5
- Fireworks CS5
- OnLocation CS5
- Axure RP Pro
- Omnigraffle Professional

## Hobbies:

- Photography
- Cooking (I've attended some professional Chef courses)
- I am the president of a motorcycles club (Moto Guzzi)
- Sports: motorcycling, snowboarding, skiing and sailing
- Art & music

## Exhibitions:

- Independent Gallery - Milan
- Het Paleis Cafè - Amsterdam

## Clients:

### Home appliances

- Whirlpool
- KitchenAid
- Ariston / Indesit Company
- Ikea
- Vaillant
- Iris FMG

### Transport

- Eni
- Pirelli Truck
- Renault
- Toyota
- Alfa Romeo
- Dainese

### Fashion

- Viktor & Rolf - Flower Bomb
- Playtex
- Lovable
- Lancome
- Garnier
- L'Oréal
- Salmoiraghi & Viganò - Glasses
- Geox Shoes
- Hippias - Ebay (Marktplaats.nl)

### Electronics

- HP
- Imetec
- H3G
- Sanyo
- Amplifon
- Telecom - Alice
- Yellowbrick

### Editorial & Communication

- Virgilio
- Mondadori
- Fabbri Editore
- Arjowiggins Paper Company

### Financial

- Visa
- BPU Bank
- Fineco Bank
- Compass - Financial Services
- Agos - Financial Services
- Linea - Financial Services
- Sole 24ore - Financial Newspaper
- Zurich Assurance
- Direct Line - Online Assurance

### Entertainment

- Disney
- BlockBusters - Gamerush
- UCI Cinemas

### Association / Government

- Regione Marche  
Governamental / Regional
- Airc - No-profit  
Cancer Research Organization
- Legambiente - No-profit  
Ambient Organization

### Food & Beverages

- Parmalat
- Acqua Panna
- Buitoni
- Cinzano - Alcoholic Beverages
- Becks - Beer
- Cafè Het Paleis

### Real Estate

- Segrate Village - Real Estate
- Doughty Hanson & Co. Real Estate
- Europa Risorse - Real Estate
- Casadamm - Tourist Accomodation

## GREENPEACE - MASSIVE DEMONSTRATION AGAINST NUCLEAR PLANTS

**BRIEF:** Develop the concept for the manifestation against nuclear plants. Involve people contributing the manifestation and let them know about risks. Let people participate to the manifestation.

**SPECIFICATIONS:** There are plenty of ways to clean energy generation. Wind, solar and sustainable biomass, the whole world with enough energy, combined with energy conservation. [\(read more\)](#)

**TARGET:** Sensibilize people on the use of alternative energy. Let people join the manifestation. Reach a target of 50.000 people knowledge.

**CONCEPT:** I am energy. I have to be there.

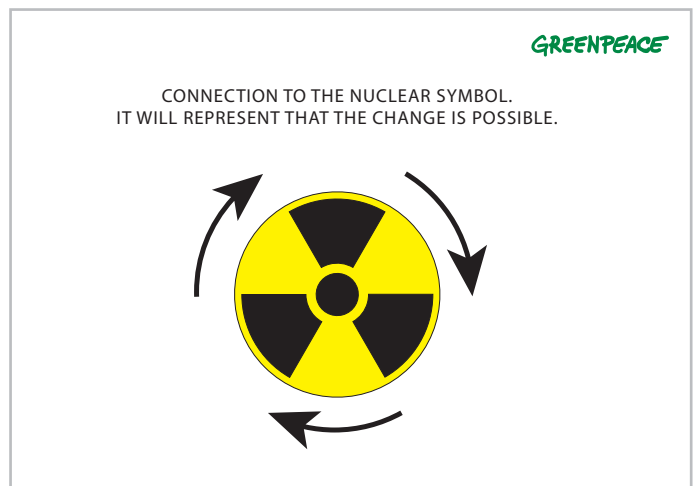
**TECHNIQUES:** Brainstorming, Illustrator CS5.

**COMMITMENT:** Creative Direction, Concept, Team Coach.

**WEBSITE:** [www.schoongenoeigvankernenergie.nl](http://www.schoongenoeigvankernenergie.nl)

**VIDEO:** [CLICK HERE TO SEE THE VIDEO ON YOUTUBE](#)

**RESULTS:** More than 65.000 people signed the online petition and on the 16th of April thousands of people in Amsterdam show that they are fed up of nuclear energy during the national demonstration on Dam Square.



## UMHLABA LUXURY WILDLIFE RESORT & SPA

**BRIEF:** Introductory movie to invoke the brand, engage visitors emotionally and create a desire to know more, and website design.

**SPECIFICATIONS:** Located just 30 minutes from the border of the famous Kruger National Park... The design will be modern, sophisticated, African. The website will be fundamental to engaging customers for pre, during and post stay. Our desire is to create a state-of-the-art website, which ensures visitors don't want to leave, subscribe to our blogs and make a booking. [\(read more\)](#)

**DEADLINE:** 2 weeks.

**TARGET:** Sensibilize people on the use of alternative energy. Let people join the manifestation. Reach a target of 50.000 people knowledge.

**CONCEPT:** Where earth meets air.

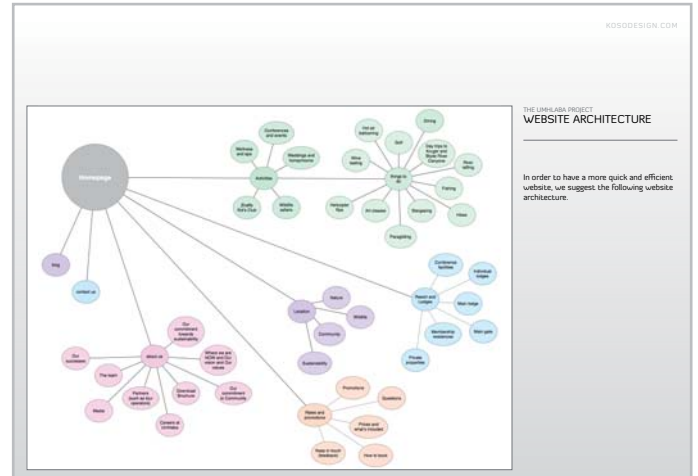
**TECHNIQUES:** Illustrator CS5, Photoshop CS5, InDesign CS5, OmniGraffle Professional.

**COMMITMENT:** Concept, Creative Direction, Art Direction, Graphic Design.

**AGENCY:** A Team of Freelancers.

**THE SUBMISSION COMPRISES OF:**

- The project descriptive booklet in pdf format inclusive of two layout variations for the website and a script for the movie.
- A mood film in mp4 version
- Project Plan
- Team structure, Fees and Timeline



# HUNKEMÖLLER

BRIEF: Develop the Hunkemoller Christmas campaign.

SPECIFICATIONS: The campaign should represent the brand values/positioning and deliver against the mission "to become a high street brand". It should appeal to our target audience. (read more)

DEADLINE: 1 week.

TARGET: Sensibilize people on the use of alternative energy. Let people join the manifestation. Reach a target of 50.000 people knowledge.

CONCEPT: The 4 Characters of a woman.  
TECHNIQUES: Illustrator CS5, Photoshop CS5, InDesign CS5, Flash Chatalyst CS5.  
COMMITMENT: Concept, Creative Direction, Art Direction, Graphic Design.

## MULTI-SUBJECT CHRISTMAS CAMPAIGN PROJECT

4 GIRLFRIENDS

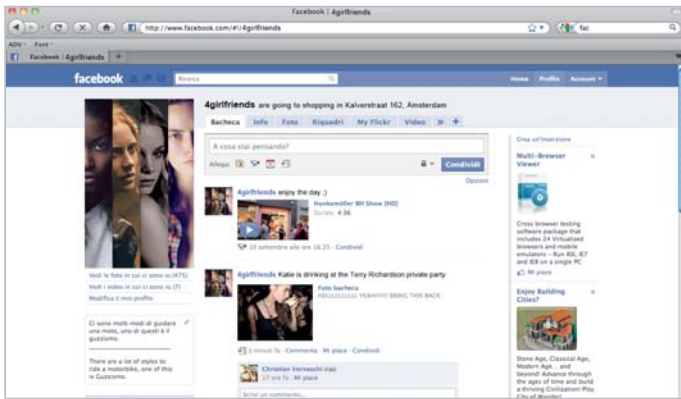
THEY ARE 4 GIRLS THAT LIVES TOGETHER, THEY ARE FRIENDS AND EVERYONE HAS HER OWN INTERESTS AND STYLE. THEY REPRESENT 4 DIFFERENT CHARACTERS OF A WOMAN.



SNAPSHOTS

THEY HAVE FUN TOGETHER SHOPPING ALONG THE STREETS AND THEY LOVE TO TAKE PICTURES OF THEMSELVES DURING SHOPPING AND PARTIES.

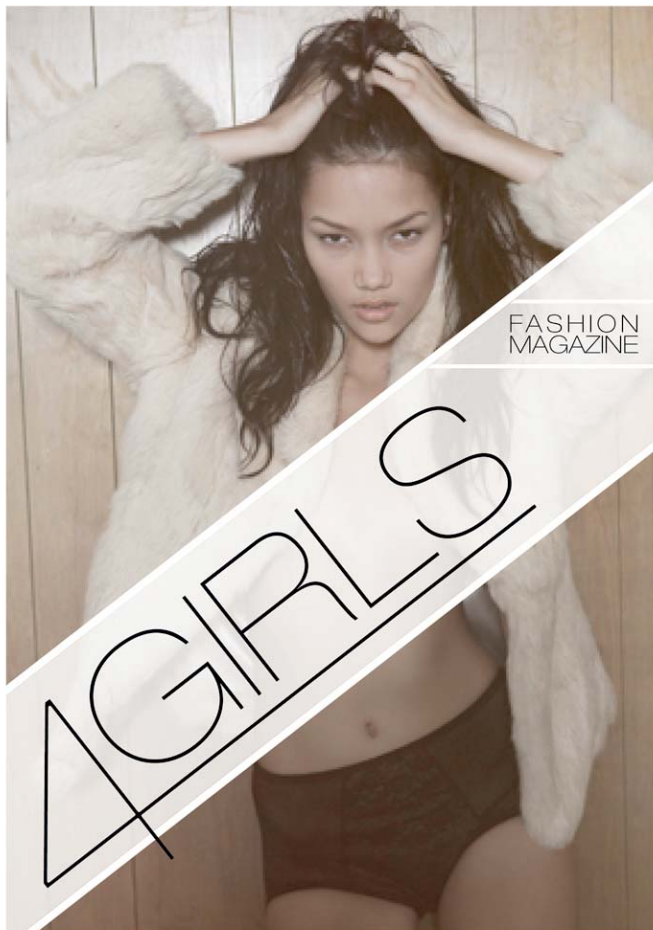
REFERRAL: YVAN RODIC



# 4GIRLS

1 NOV 2010

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## RENAULT ESPACE - BI-XENON LIGHTS

**BRIEF:** Create a campaign to promote the new bi-xeno light on the Renault Espace.

**SPECIFICATIONS:** Bi-Xenon lights refers to High Intensity Discharge Xenon headlights that offer both low (dipped) and high (main) beam lighting from a dual headlight system. ([read more](#))

**CONCEPT:** Driving like during the day.

**HEADLINE:** New bi-xeno lights. Turno off the night.

**TECHNIQUES:** Illustrator CS2, Photoshop CS2.

**COMMITMENT:** Art Direction, Photography.

**AGENCY:** Publicis.



## SALMOIRAGHI & VIGANÒ - NEW SHOP OPENING

**BRIEF:** Design of new layout for all the new campaigns and creation of the new campaign.

**SPECIFICATIONS:** S&V wants to communicate a new shop opening in town.

**CONCEPT:** A new opening.

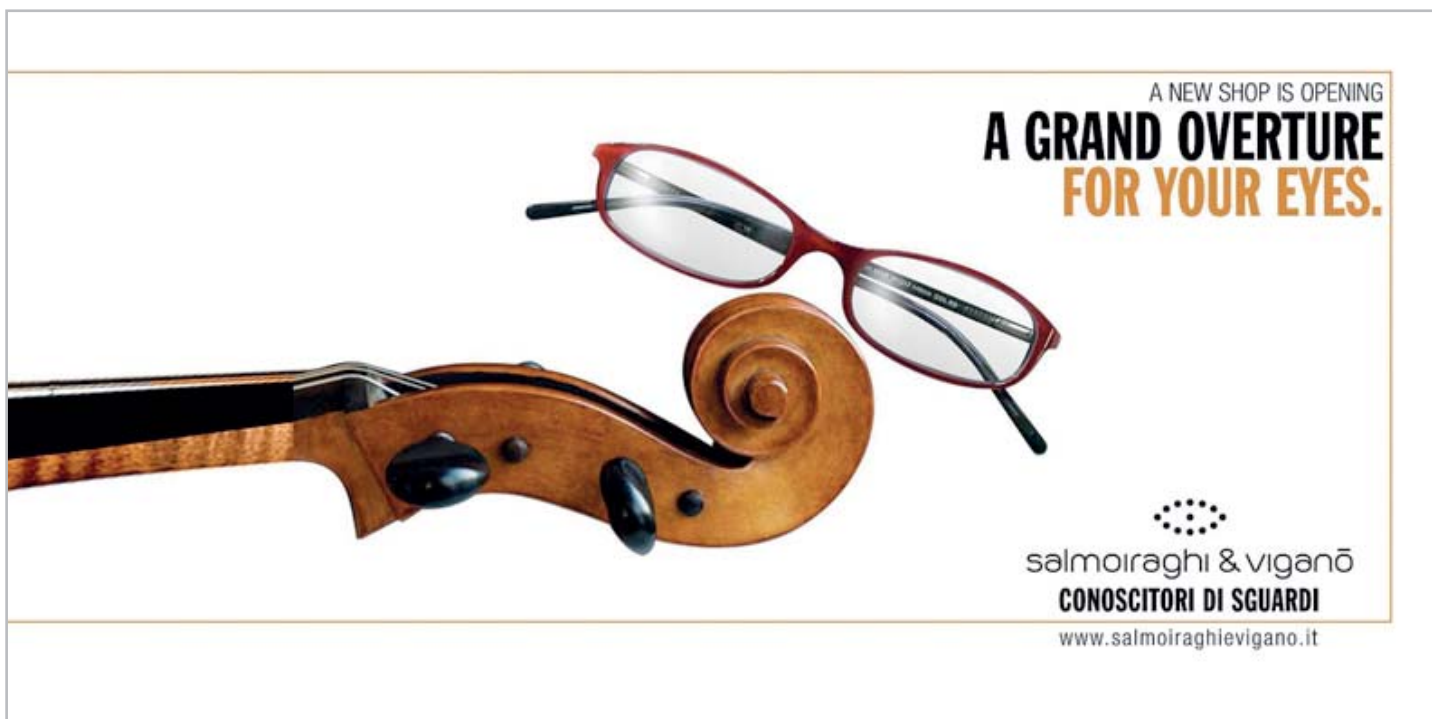
**HEADLINE:** A grand overture for your eyes.

**SUB-HEADLINE:** A new shop is opening.

**TECHNIQUES:** Illustrator CS3, Photoshop CS3, Indesign CS3.

**COMMITMENT:** Art Direction, Photography, Graphic Design.

**AGENCY:** Brand Portal.



## FUSION RESTAURANT

**BRIEF:** Create the advertising campaign for the fusion restaurant in Milan.

**SPECIFICATIONS:** The restaurant offers 3 different kind of cuisine such as Chinese, Italian and African all fused in flavored dishes.

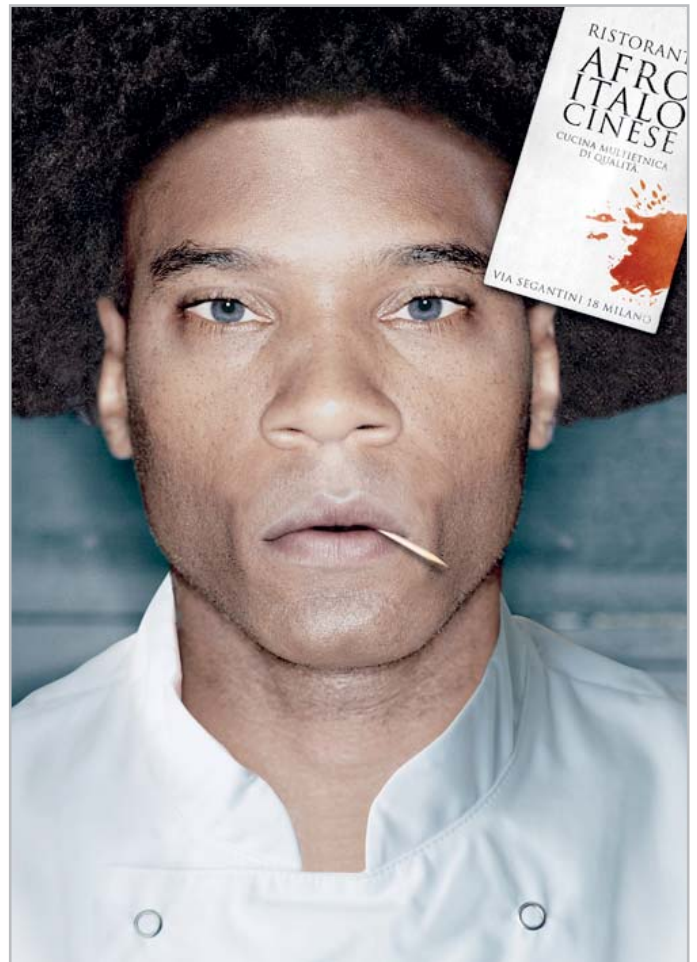
**CONCEPT:** Typical fusion.

**HEADLINE:** Afro-Italian-Cinese Restaurant.

**TAGLINE:** Multi-ethnic high quality cuisine.

**TECHNIQUES:** Illustrator CS4, Photoshop CS4, InDesign CS4.

**COMMITMENT:** Creative Direction, Art Direction, Graphic Design, Photo Retouch, DTP.



## BLOCKBUSTER - GAMERUSH

**BRIEF:** Create the advertising campaign for Gamerush, the game shop inside the Blockbuster's shops.

**SPECIFICATIONS:** In Summer 2003, Blockbuster started converting select stores in select regions to GameRush stores. These stores sold and bought consumer DVDs, games, gaming systems, and accessories.

**CONCEPT:** The Gamer's Temple.

**HEADLINE:** Every Faith has its Temple (teaser campaign).

**TAGLINE:** Multi-ethnic high quality cuisine.

**TECHNIQUES:** Illustrator CS3, Photoshop CS3, InDesign CS3.

**COMMITMENT:** Creative Direction, Art Direction, Graphic Design, Photo Retouch, DTP.



## CAFÈ HET PALEIS

**BRIEF:** Develop the strategy, the advertising campaign and the menu for Het Paleis Cafè.

**SPECIFICATIONS:** Het Paleis Cafè is in the middle of Amsterdam city, just behind the Royal Palace in Dam square. The Cafè is a typical Dutch bar and its clients are mostly Dutch but due to the central location is also attended by tourists.

**TARGET:** Attract more client, stimulate and maintain customer loyalty over time in the brand.

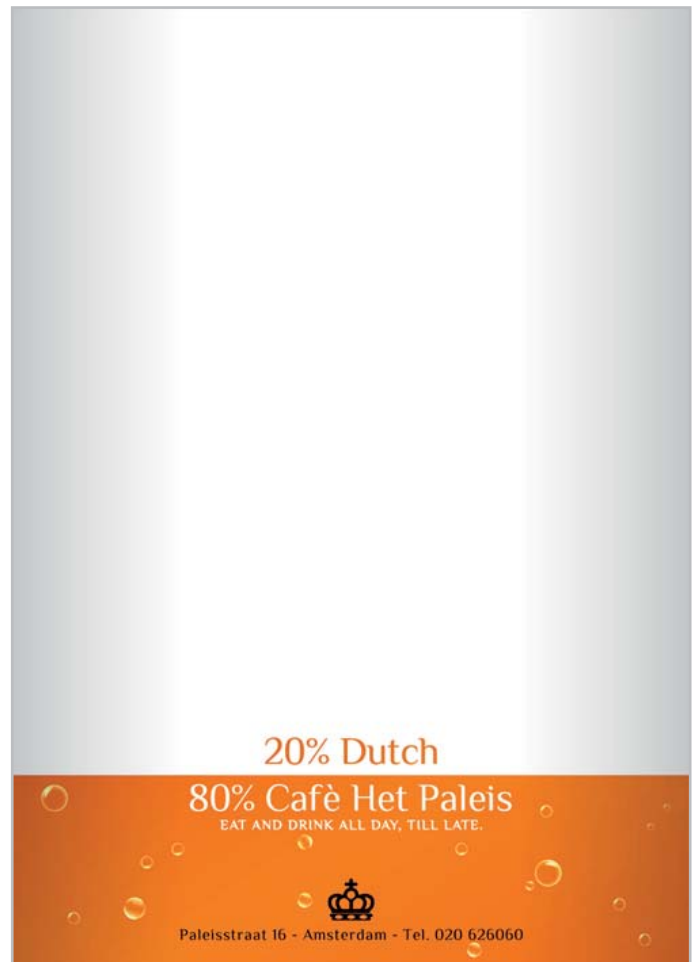
**CONCEPT:** Original Dutch.

**HEADLINE:** 20% Dutch, 80% Cafè Het Paleis.

**TAGLINE:** Eat and drink all day, till late.

**TECHNIQUES:** Illustrator CS4, Photoshop CS4, InDesign CS4.

**COMMITMENT:** Creative Direction, Concept, Art Direction, Graphic Design, Copywriting, Illustration, DTP.



## KITCHENAID - EUROPEAN BRAND LAUNCH

**BRIEF:** Design the KitchenAid brand leaflet to launch the brand in the European market. This leaflet represents KitchenAid during fairs and it is accompanied by a 3'min. brand movie and an Ice-cream spoon all part of a kit for journalists.

**SPECIFICATIONS:** KitchenAid is a home appliance brand owned by Whirlpool Corporation... KitchenAid is for those who enjoy expressing themselves in that fine balance between delight and discipline that constitutes the art of cooking - people who take the time fine cooking requires and who want total control of their work at every stage, who aspire to cook like gourmet chefs and who require appliances that help them realize their creativity with precision. ([read more](#))

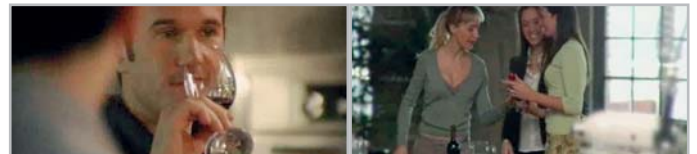
**CONCEPT:** The tool that everyone wants in their kitchen.

**TECHNIQUES:** Illustrator CS4, Photoshop CS4, InDesign CS4.

**COMMITMENT:** Concept, Art Direction, Graphic Design, Packaging Design.

**PHOTOGRAPHER:** Gionata Xerra.

**AGENCY:** Publicis.



[CLICK HERE TO SEE THE MOVIE ON VIMEO](#)



## IL SOLE 24 ORE (BUSINESS NEWSPAPER) - COMMERCIALS SHOWREEL

**BRIEF:** Different commercial creation and editing of a showreel that should represents the newspaper during fairs.

**SPECIFICATIONS:** Il Sole 24 Ore (English: The Sun 24 Hours) is an Italian national daily business newspaper owned by Confindustria, the Italian employers' federation. It was founded on 1965 and it reports on business, politics, developments in commercial and labour law, corporate news and features.

**CONCEPT:** Business is our DNA.

**COMMITMENT:** Concept, Art Direction, Graphic Design.

**AGENCY:** Publicis.



## RENAULT SCENIC PLEIN AIR

**BRIEF:** Create a logo for the Renault Scenic PleinAir special edition (30 years old anniversary).

**SPECIFICATIONS:** The car's model has a full roof window and it is built to celebrate the 30 year old anniversary.

**CONCEPT:** The car where stargazing.

**TECHNIQUES:** Illustrator CS3.

**COMMITMENT:** Concept, Graphic Design.

**AGENCY:** Publicis.



## SEGRATE VILLAGE

**BRIEF:** Create a Logo Design for Segrate Village.

**SPECIFICATIONS:** Segrate Village is a neighbour built near the city of Milan, behind the Linate Airport. It is well connected by transports to the city center by the underground and busses and it's surrounded by nature and parks.

**CONCEPT:** Outside of the city, close to the center.

**TECHNIQUES:** Illustrator CS3.

**COMMITMENT:** Concept, Graphic Design.

**AGENCY:** Brand Portal.

**WEBSITE:** [www.segratevillage.it](http://www.segratevillage.it)



## MONDADORI, EDIZIONI ORIGINE

**BRIEF:** Design a logo for science university book collection.

**SPECIFICATIONS:** Origine Edizioni is an edition for university student books, they are specific for science book such as: biology, physics, mathematics, chemistry and more.

**CONCEPT:** The origins of the science.

**TECHNIQUES:** Illustrator CS3.

**COMMITMENT:** Concept, Graphic Design.

**AGENCY:** Brand Portal.



## NUTRIHAIR SYSTEM BY SUNBEAM

**BRIEF:** Create a Logo Design for NutriHair System Hair Dryer.

**SPECIFICATIONS:** The Nutrihair System by Imetec (Sunbeam) contains a unique diffuser nozzle plus a deep heat treatment capsule formulated with silk proteins and a special multivitamin complex. ([read more](#))

**CONCEPT:** The energy that flows into the hair.

**TECHNIQUES:** Illustrator CS4.

**COMMITMENT:** Concept, Graphic Design.

**AGENCY:** ScottiMangiarotti.



## SERION

**BRIEF:** Create a Logo Design that represent the new energy company.

**SPECIFICATIONS:** Serion is an innovative energy provider located near the airport of Orio al Serio (Bergamo - Milano). The company that sells to the companies.

**CONCEPT:** Turn on the ecological energy.

**TECHNIQUES:** Illustrator CS4.

**COMMITMENT:** Concept, Graphic Design.

**AGENCY:** Brand Portal.



## YANKEE DELTA YACHTS

**BRIEF:** Brand Identity and restyle of the existing logo.

**SPECIFICATIONS:** Massimo Gregori (Yankee Delta owner) is an eclectic and polyglot yacht designer and project manager for large yachts and his customers are all over the world.

**CONCEPT:** Yankee Delta Superior Yachts.

**TECHNIQUES:** Illustrator CS4.

**COMMITMENT:** Concept, Art Direction, Graphic Design.



## LIPANI & PARTNERS - LAWYERS FIRM

**BRIEF:** Logo restyling and stationary design.

**SPECIFICATIONS:** Lipani & Partners provides comprehensive legal advice on Administrative law, Public Economy law and Corporate law. ([read more](#))

**CONCEPT:** Innovative lawyers.

**TAG LINE:** Lawyers firm.

**TECHNIQUES:** Illustrator CS5, InDesign CS5.

**COMMITMENT:** Concept, Art Direction, Graphic Design.



## WHIRLPOOL MAGAZINE - ORIGAMI / TITANIUM

**BRIEF:** Improve the sales. Create a magazine that combines fashion, design, style, lifestyle and the new products.

**SPECIFICATIONS:** Whirlpool, is dedicated to making a difference in people's lives every day. ([read more](#))

**DEADLINE:** 2 weeks.

**CONCEPT (1<sup>ST</sup> ISSUE):** Origami, the kitchen that you can build as your thoughts.

**CONCEPT (2<sup>ND</sup> ISSUE):** Titanium, the kitchen's DNA.

**TECHNIQUES:** Photoshop CS2, Quark Xpress 5.5.

**COMMITMENT:** Concept, Art Direction, Graphic Design.

**PHOTOGRAPHER:** Marco Craig.

**AGENCY:** Publicis. (Publicis World Annual 2006)



## TOYOTA iQ - BROCHURE DESIGN

**BRIEF:** Design a brochure that emphasize the car's features with a specific eye to ecology, technology and flexibility.

**SPECIFICATIONS:** The Toyota iQ is a microcar introduced at the 2008 Geneva Auto Show. The name iQ, an initialism of the term intelligence quotient, the i stands for "individuality", "innovation" and "intelligence", while the Q stands for "quality" and points to the iQ's "cubic" shape. It was Japanese Car of the Year for 2008. ([read more](#))

**CONCEPT:** The keen concept car for everyday's use.

**TECHNIQUES:** Illustrator CS4, Photoshop CS4, Indesign CS4.

**COMMITMENT:** Concept, Art Direction, Graphic Design, Photo Retouch.

**AGENCY:** Brand Portal



Unica anche nella sicurezza.

iQ ha la dotazione di serie più completa in termini di sicurezza attiva e passiva. Protegge guidatore, passeggeri e pedoni con una serie di innovativi dispositivi normalmente presenti solo nelle vetture di categoria superiore.

Un esempio? iQ è dotata di 9 airbag di serie, ed è l'unica al mondo ad avere l'airbag a tendina posteriore. Grazie ad un approccio totale alla sicurezza, Toyota punta a raggiungere il punteggio delle 5 stelle nel test Euro NCAP.



## ENI - AGIP SINT PACKAGING AND LABEL RESTYLE

**BRIEF:** Name, label and packaging (5lt. and 1lt.) restyle to sell the products through the international market.

**SPECIFICATIONS:** Eni S.p.A. is an Italian multinational oil and gas company, present in 70 countries... Agip Sint is a line of high-performance lubricants designed for the latest generation of engines and offering a high level of reliability in all conditions for all types of vehicle, from small vans to sports cars, and both petrol and diesel engines. ([read more](#))

**DEADLINE:** 2 weeks.

**CONCEPT:** The new top.

**NAME:** Synth.

**TECHNIQUES:** Cinema 4D, Illustrator CS3, Photoshop CS3, InDesign CS3.

**COMMITMENT:** Concept, Creative Direction, Art Direction, Graphic Design.

**AGENCY:** Brand Portal.



## CASADAMM - AMSTERDAM APARTMENT AND ACCOMMODATIONS

**BRIEF:** Naming, logo and website design and stationary design.

**SPECIFICATIONS:** Casadamm displays a wide range of selected accommodations in the centre of Amsterdam, including houses, apartments, bed & breakfast and house boats.

**TARGET:** International people, mostly coming to Amsterdam for tourism. The main target is the Italian and Spanish clients.

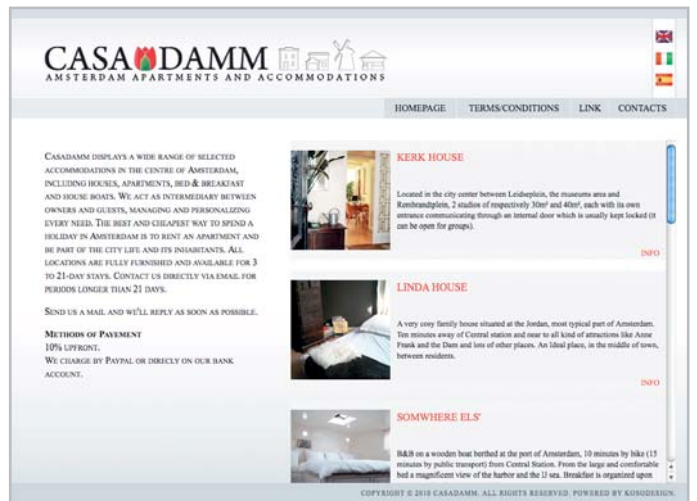
**CONCEPT:** Feel yourself at home, in Amsterdam.

**HEADLINE:** Amsterdam apartments and accommodations.

**TECHNIQUES:** Illustrator CS5, Photoshop CS5, InDesign CS5, Dreamweaver CS5, HTML, CSS.

**COMMITMENT:** Concept, Creative Direction, Art Direction, Graphic Design, Photo Retouch, Programming.

**WEBSITE:** www.casadamm.com



## YANKEE DELTA YACHTS

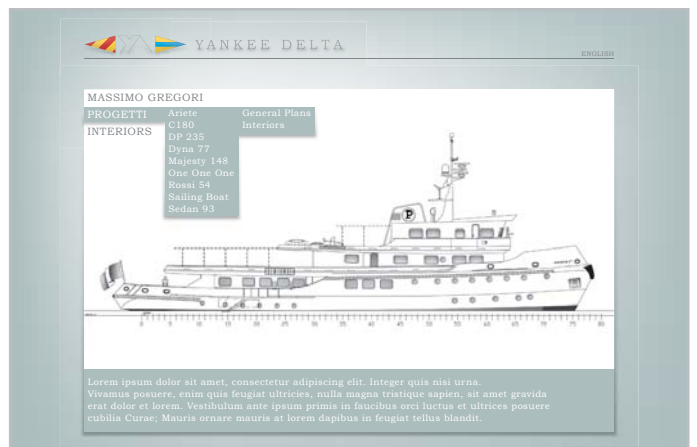
**BRIEF:** Naming, logo and website design and stationary design.

**SPECIFICATIONS:** Massimo Gregori (Yankee Delta owner) is an eclectic and polyglot yacht designer and project manager for large yachts and his customers are all over the world.

**CONCEPT:** Yankee Delta Superior Yachts.

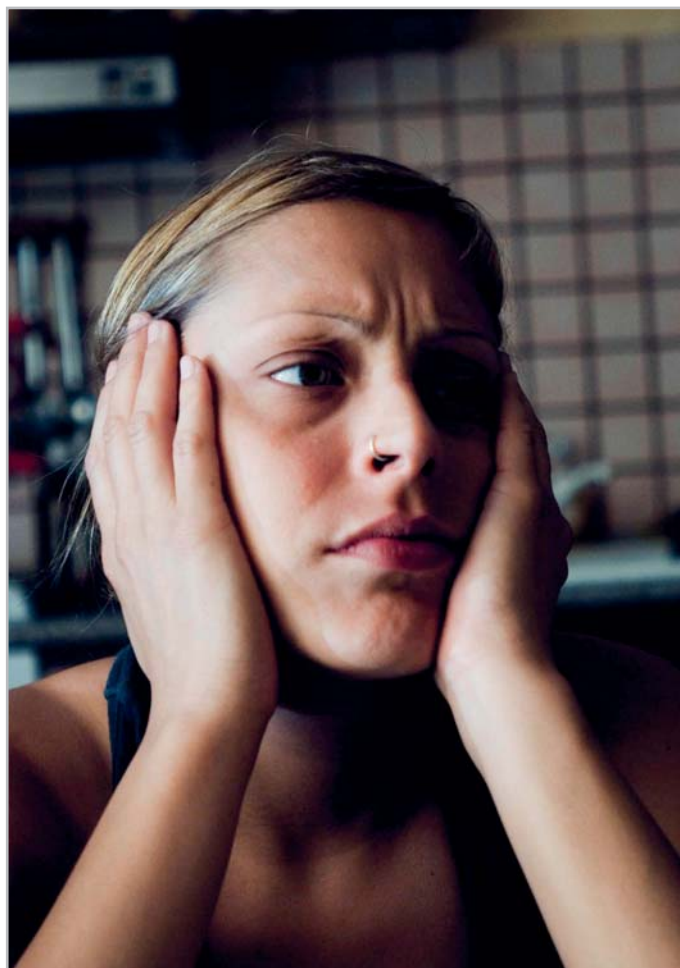
**TECHNIQUES:** Illustrator CS4.

**COMMITMENT:** Concept, Art Direction, Graphic Design.





ECOEDILE - ECOEDILESRL.COM



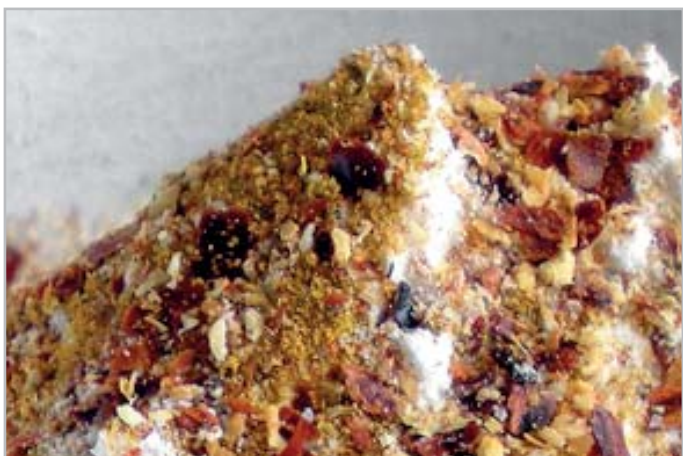
PORTRAITS



LANDSCAPES



EVENTS



FOOD



REPORTAGE