



PERSONAL INFO



Birthplace:
Chieti | ITA



Address
**Via P. Serafini, 2
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FRANCESCO FICURILLI

GRAPHIC DESIGNER



PERSONAL PROFILE

Expert in graphics and design, I have always worked in the fields of creativity and communication since the beginning of my professional career. Since 2002, I have gained experience in both national and international companies, as well as local businesses with strong visibility, working alongside professionals from diverse backgrounds and countries.

Through my studies and professional experiences, I have developed a wide range of skills that allowed me to work across various fields: brand design, marketing, window display design, visual merchandising, style, social media strategies, layout design, packaging design, and web. I have also cultivated strong abilities in problem solving, teamwork, team leadership, organization, and meeting deadlines. My profile is further strengthened by a solid theoretical and practical knowledge of graphic design and its related software, including the Adobe Suite and many others.



PROFESSIONAL OBJECTIVES

To coordinate and develop projects related to online and offline communication, including graphic design, marketing, visual merchandising, and styling, by leveraging my skills and my creative, organizational, and team-leading abilities.

My goal is to combine my passion for this profession with past experiences in order to continue growing both professionally and personally.



WORK EXPERIENCE

Isoclean Srl

Via Colle di Mezzo, 21
Pescara (PE) | IT
June 2021 • Today

MARKETING & GRAPHIC DESIGN MANAGER

- Design, development, and implementation of online and offline marketing campaigns and strategies
- Creation and development of Brand Identity and corporate communication, both internal and external
- Organization of activities and events
- Design, creation, and development of websites, custom CRM interfaces, and graphic materials

Freelance Graphic Designer

Via G. D'Aragona, 48
Chieti (CH) | IT
Sep 2013 • May 2021

GRAPHIC AND WEB DESIGNER/ SOCIAL MEDIA MANAGER

- Design, creation, and development of graphic materials for the communication, art, and entertainment sectors
- Design, creation, and development of Brand Identity, window display projects and exhibition stands
- Design, creation, and development of social media campaigns
- Design, creation, and development of websites

Henry's Island Italia

C.so Umberto I, 113 •
Pescara (PE) | IT
Oct 2017 • May 2018

ART DIRECTOR

- Design, creation, and development of graphic materials for the communication and fashion sectors
- Design and creation of websites, images for direct email marketing (DEM) and social media platforms

Capri Srl

c/o Cis Nola, IS 2
80035 Nola (NA) | IT
May 2013 • Jul 2013

WINDOWS DISPLAY DESIGNER AND PRODUCTION MANAGER (SENIOR)

- Creativity, design, and development of window displays for Alcott e Alcott Los Angeles brands
- Responsible for window production for stores and supplier management

Sixty Spa

Via E. Piaggio
Chieti Scalo (CH) | IT
Mar 2005 • Dec 2012

RETAIL GRAPHIC DESIGNER AND WINDOW PRODUCTION MANAGER (SENIOR)

- Creativity, design, and production management of window displays worldwide for the brands Energie, Miss Sixty, and Killah, including P.O.P. and P.O.S. materials,
- Creation of Visual Books, photo editing, and retail corporate graphics
- Retail graphics area coordinator: team supervision and project oversight

PRO SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

PREMIERE

HTML

BOOTSTRAP

AI EXPERTISE

MARKETING EXPERTISE

LANGUAGES

ITALIAN

Mother tongue

ENGLISH

Fluent, written and spoken

FRENCH, SPANISH

Base

REFERENCES

Aisha Allam

Visual Merchandising Director @
Barbour
[linkedin.com/in/aishaallan20/](https://www.linkedin.com/in/aishaallan20/)

Francesco Cassetta

Owner @ Egg Studio
[linkedin.com/in/francesco-cassetta](https://www.linkedin.com/in/francesco-cassetta)

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FRANCESCO FICURILLI

GRAPHIC DESIGNER



WORK EXPERIENCE

Phard Spa

Contr. Ripoli, 10
64023 M. Sant'Angelo (TE) | IT
Jan 2002 • Oct 2004

CREATIVE AND EXECUTIVE GRAPHIC DESIGNER

Creativity, design and development of Zu Elements and
Phard brand graphics, including P.O.P. materials and visual
book design



EDUCATION

WEB MARKETING FUNDAMENTALS Professional course @ Lifelearning.it
2019

SEO AND CONTENT Professional course @ Lifelearning.it
2019

E-COMMERCE FUNDAMENTALS Professional course @ Lifelearning.it
2018

HTML + BOOTSTRAP SPECIALIST Professional course @ Lifelearning.it
2018

GRAFICO MULTIMEDIALE Graphic Design Diploma @ Jobs School | Pescara | IT
2002

MATURITÀ TECNICA Diploma in Business and Accounting
Istituto Tecnico Commerciale "F. Galiani" | Chieti | IT
1993



SKILLS

HARD SKILLS

SOFTWARES and TECHNOLOGY
Adobe Illustrator, Photoshop, Indesign, Premiere,
Acrobat Professional, Figma, HTML language, CSS,
Bootstrap, AI prompting (ChatGPT, Gemini, Midjourney),
Joomla, Wordpress, PHP knowledge, SEO on site and off site,
Mac Os and Windows.

OTHER TECHNICAL SKILLS
Experience in managing the full design process, from mood
boards, design, technical sheets, production and supplier
coordination, prototypes, to final production.
Skilled in the creation of graphic materials, with a solid
understanding of online and offline communication logic and
brand strategies. Strong abilities in freehand drawing
techniques and in the creation of artistic and graphic works.

SOFT SKILLS

COMMUNICATION and ORGANIZATION
Team spirit, sense of responsibility, empathy, and strong
adaptability to multicultural environments and to internation-
al relations. Proven ability in project and team management,
excellent organizational skills, and respect for deadlines.



MILESTONES/ACHIEVEMENTS

- | | |
|-------------|---|
| 2002 | • style graphic designer |
| 2007 | • window display designer |
| | • articles and mentions on fashion blogs |
| 2010 | • window display production manager (Italy, China, Russia) |
| | • featured in articles and quoted on WGSN and fashion blogs |
| 2017 | • art director |
| 2021 | • marketing manager |