

Curriculum Vitae

– Lorenzo Moschi

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– About

Lorenzo Moschi is an Italian Digital Art Director & Designer with a strong technical background and understanding of all the field involved to make a digital products and creative projects, like Marketing, User Experience and Business. He is from Florence, Italy, currently working in Milan as a Lead Visual Designer for **Digital Entity**, a service design studio, in NTT Data.

He is a **ISIA** graduate with client experiences such as Vodafone, Unicredit, Pirelli, Trussardi, and Ikea.

In 2015 Lorenzo lead the design team to the **Routist**'s acquisition.

– Education

POLI.Design Milano - TypeDesign

Type Design master

2012

Type Design master degree under the best mentors in Italy in this subject like Andrea Braccaloni, Michele Patanè, Marta Bernstein, Giangiorgio Fuga, James Clough.

Istituto Superiore per le Industrie Artistiche - ISIA

Master Degree in Communication Design

2010 - 2012

Graduated with final score 110/110 cum laude in Communication Design with a thesis on his side project called "Listupp - Enjoy a better choice" that has become a company that growth month by month.

Università degli Studi di Firenze

Bachelor's Degree in Visual Design

2007 - 2010

Graduated with final score 110/110 cum laude in Visual Design with a thesis on a signage project for the city of Florence "Comunicare la Città -

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Un progetto di identità visiva per il comune di Firenze”.

Liceo Scientifico Leonardo Da Vinci

High School Degree, Science Curriculum

2002 - 2007

One of the best school in the city of Florence. Courses of Sciences, Mathematics and Physics and also human studies on Latin and Litteratures and, of course, Technical Drawing and Arts.

– Professional Experience

Digital Product Designer | Lead Visual Design at Digital Entity

Service Design Studio

2017 - 2018

Focused on service design projects he delivers, working together with clients, projects based on a user centric approach. He leads design teams during details design phases, including front-end development.

Cofounder & Creative Director at Listupp

Meta Search Engine Platform

2012 - 2017

Listupp is the best platform to discover fashion every day. Started with a research thesis it's become a company. He is responsible of the product development and for all the design and communication stuff of building the next generation of search engine for fashion products. He also does all the stuff about accounting, clients meetings, pitches, human resoucers, project management etc.

Digital Art Director at Apart Collective

Design Studio

2016 - 2016

Consultant Digital Art Director and Visual Designer for different clients and project. He works directly with Creative Director and Interactive Director for develop high level visual communication projects.

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Digital Art Director at Kettydo+

Advertising Agency

2012 - 2017

He design applications, websites, ecommerces, mobile applications, illustrations and graphic stuff for differents clients and projects.

He designed the new corporate website for Unicredit. He have worked for iPad App “Pzero” by Pirelli. He produced visual and graphic stuff for the fashion brand Trussardi.

Other clients: Ducati, Just Cavalli, Monini and Barilla.

Visual Designer at Unit9

Digital Production Company

2013

Working for different pitches and concepts. Conceptualization and design for brands likes Ikea and Fendi.

Graphic Designer at Neolab

Graphic Design Studio

2010 - 2012

Junior Designer. Working on a variety of editorial projects and branding projects with a team of senior designers.

Clients: Prada, MiuMiu, Carshoe, Comune di Firenze.

Freelance Art Director & Designer at Lorenzo Moschi

Graphic and Interactive Design

2007 - Present

Involved in a large number of projects through the years, collaborating with directly with design agencies and clients. Projects include branding and illustrations Art Direction and design for a large networking site, mobile and desktop applications, e-commerce solutions for medium to large scale business and interaction design. In 2015 he lead the design team to the **Routist**'s acquisition by big cooperation Fleetmatics.



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– Clients

Agencies: Vodafone, Unicredit, IPC, Trussardi, Pirelli, Monini, Barilla, Mulino Bianco, Ikea, Fendi, Prada, MiuMiu, Carshoe, Comune di Firenze

In house: Listupp, Viralize, Routist, KKT, Cup Solidale.

– Recognition and Appearances

Behance - Adweek Talent Gallery

Behance - Web Design Served

Behance - Branding Served

IED Square Florence

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