

curriculum vitae

Luca Iaconelli

Graduate Designer

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Born 1. february 1971 in Koblenz,
Germany

Nationality italian

website

<https://www.iaconelli.net>

linkedin

<https://www.linkedin.com/in/luca-iaconelli>

xing

https://www.xing.com/profile/Luca_Iaconelli

Curriculum vitae

2020 - today

Creative Director, allmyhomes GmbH, Berlin

Corporate design, web & UX/UI-design and editorial design

2018 - 2019

Creative Director, health4brands, Berlin

Editorial design, corporate design and web & UX/UI-design,

2015 - 2017

Creative Director, MYTOYS GROUP, Berlin

Corporate design, web & UX/UI-design, editorial design and art direction

2012 - 2014

Creative Director, wirDesign GmbH, Berlin

Corporate design, web & UX/UI-design, editorial design and art direction

2011 - 2012

Head of Design, brands4friends GmbH (ebay Inc.), Berlin

Corporate design, web & UX/UI-design, editorial design
and art direction

2003 - 2011

Senior Designer, Design Director and Director of Photography, Meta Design AG, Berlin

Corporate design, editorial design and art direction

1999 - 2003

Managing and creative Director, R.A.D.L. & Iaconelli GmbH, Berlin

Corporate design, editorial design and art direction

1998 - 1999

Senior Designer and Art Director, R.A.D.L.& srl, Milan

Editorial design, corporate design and art direction

1997 - 1998

Senior Designer and Art Director, Lissoni Associati, Milan

Editorial design, corporate design, web design and art direction

1997

Scientific assistant, Politecnico di Milano, Milan

Assistant of Prof. Giovanni Anceschi in creating the
CGI »Centro per la grafica informatizzata«

1997 - 1999

Lecturer at Istituto Europeo di Design, Milan

Web design and corporate design

1996

Designer and Web Designer, Etnoteam spa, Milan

Departments web design and publishing

1999 - 2010

Correspondent from Germany, Mondadori, Milan

Magazine *Interni*

Education and study

1991 - 1995

Diploma in graphic and communication design,
Istituto Europeo di Design, Milan

1989 - 1991

Studied business management at Università Luigi Bocconi, Milan

1976 - 1989

European high school diploma, Schola Europaea, Luxembourg
(German section)



Design awards

- 2019 **Comprix**, Shire, disease awareness Morbus Fabry
- 2016 **German Design Award**, Landeshauptstadt Saarbrücken, corporate design
- 2015 **German Design Award**, EEW Energy from Waste, corporate design
- 2014 **German Design Award**, TÜV Nord Group, corporate design
- 2014 **iF Award**, EEW Energy from Waste, corporate design
- 2010 **red dot design award**, eprimo, audio branding
- 2010 **red dot design award**, eprimo, corporate design
- 2010 **iF Award**, eprimo, cross-media
- 2010 **Rebrand Award**, Munich RE, corporate design
- 2010 **Corporate Design Preis**, Munich RE, corporate design
- 2010 **red dot design award**, Munich RE, corporate design
- 2009 **Rebrand Award**, Conrad Electronic, corporate design
- 2007 **iF Award**, book *Schweigend fühlen*, Thomas Leininger
- 2007 **red dot design award**, book *Schweigend fühlen*, Thomas Leininger
- 2007 **red dot design award**, LBI, corporate design
- 2006 **German Design Award**, Siemens mobile, corporate design
- 2005 **DDC Deutscher Design Club**, Siemens mobile, corporate design
- 2005 **iF Award**, Siemens mobile, corporate design
- 2004 **red dot design award**, Siemens mobile, corporate design
- 2004 **Corporate Design Preis**, Siemens mobile, corporate design

Competences

Planning, design and implementation in the areas of corporate design, editorial design, web design, editorial design, illustration, photo-shootings and motion-design

Managing branding and implementation processes

Setting up and giving design presentations

Moderating and holding client workshops

Personnel responsibilities: (personnel) management, motivation and development of multi-disciplinary teams

Holding employee/target agreement interviews

Languages

German, first mother tongue, spoken and written: excellent

Italian, second mother tongue, spoken and written: excellent

French, spoken and written: very good

English, spoken and written: good

Clients (selection)

Bally, Boffi, brands4friends, Cassina, Conrad, eprimo, esa, Fressnapf, Kartell, LBI, MLP, mirapodo, myToys, Moschino, Munich RE, Romeo Gigli, Salvatore Ferragamo, Sawaya & Moroni, Siemens, Staatliche Mussen Dresden, Triumph, TÜV Nord Group