

# curriculum vitae

## Luca Iaconelli

### Graduate Designer

Wilhelmshöher Str. 17, 12161 Berlin  
Phone +49 171/40 33 615  
luca\_iaconelli@online.de

**Born** 1. february 1971 in Koblenz,  
Germany

**Nationalities** italian & german

### website

<https://www.iaconelli.net>

### linkedin

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

### xing

[https://www.xing.com/profile/Luca\\_Iaconelli](https://www.xing.com/profile/Luca_Iaconelli)

## Curriculum vitae

2022-2024 **Head of UX & Design, Materna SE, Berlin**  
*Teamlead and Consulting UX-/UI-design*

2020-2022 **Creative Director, allmyhomes GmbH, Berlin**  
*Teamlead, corporate design, UX/UI-design and editorial design*

2018-2019 **Creative Director, health4brands, Berlin**  
*Teamlead, editorial design, corporate design and UX/UI-design,*

2015-2017 **Creative Director, MYTOYS GROUP, Berlin**  
*Teamlead, corporate design, UX/UI-design, editorial design and art direction*

2012-2014 **Creative Director, wirDesign GmbH, Berlin**  
*Teamlead, corporate design, UX/UI-design, editorial design and art direction*

2011-2012 **Head of Design, brands4friends GmbH (ebay Inc.), Berlin**  
*Teamlead, corporate design, UX/UI-design, editorial design and art direction*

2003-2011 **Senior Designer, Design Director and Director of Photography, Meta Design AG, Berlin**  
*Teamlead, corporate design, editorial design and art direction*

1999-2003 **Creative Director, R.A.D.L. & Iaconelli GmbH, Berlin**  
Establishment of the agency, management and executive board  
*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 & publishing*

1999-2010 **Correspondent from Germany, Mondadori, Milan**  
*Magazine Interni*

## Education and study

1991-1995

**Studies & diploma in graphic and communication design, Istituto Europeo di Design, Milan**

1989-1991

**Studies business management at the university**  
*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