

# Lisa Lorenzini curriculum vitae

## Personal information

### **Lisa Lorenzini**

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Site: [www.lisalorenzini.it](http://www.lisalorenzini.it)

Place and date of birth:  
Florence, October 21th 1976  
Nationality: Italian

## Work experience

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Since 2005

### **Lisa Lorenzini Comunicazione – freelance**

Owner – Creative and graphic designer, illustrator and copywriter  
Identity (brand and logo design, corporate and brand identity)

Copywriting (concept, headlines, pay-off)

Below the line (brochures, company profile, flyers, depliants)

Advertising (adv campaign, spot radio)

Packaging design

Web design (lay-out design)

Events (fair stands, displays, visual ornaments)

I had the pleasure to work with clients operating in different fields such as tourism, fashion, motors, industrial, medical, ONLUS, etc etc..

Some of my clients: Keeway Italia, Menarini Diagnostics, Ermanno Scervino, Fondo Italia CILSS, Volkswagen Firenze, Catamaranes Del Sur, Mef srl.

2005–2007

### **Arte School – Florence – Graphic design teacher.**

<http://www.arteschool.com/>

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- 2004–2005** **Ideapot srl – Progetti di comunicazione – Florence Advertising & communication agency**  
Partner, founder and art director of the agency.  
Coordinator of photographers, collaborators and suppliers.
- Some clients: Riviera Maya Tourism Board, Nannini Spa, Menarini Diagnostics, Mef srl.
- 2002–2003** **Janovitz&Associati srl – Florence**  
Art director & copy writer
- 2002** **Kaleidos Comunicazione srl – Florence**  
Graphic designer
- 1999–2001** **Microlink srl – Florence**  
National franchising of computer stores. National marketing Supervision – 100 stores – Marketing plans, organisation of new openings, merchandising co-ordination, ideation of national campaigns on franchising standards  
[http://archiviostorico.corriere.it/1997/luglio/25/Tutti\\_supermarket\\_del\\_computer\\_co\\_0\\_9707251578.shtml](http://archiviostorico.corriere.it/1997/luglio/25/Tutti_supermarket_del_computer_co_0_9707251578.shtml)
- 1998** **Senza Filtro srl – Florence**  
Graphic designer
- 1997** **Accademia Marketing e comunicazione srl**  
Stage specialised for children products (publications which were sold to the final consumer)
- 1996** **Pedersen Gesk Minneapolis – Minnesota –**  
Stage – food and packaging

## Other work experiences

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- 2007** Book Cover “L’isola di Montefumo”  
**author A. Bocconi edizioni Oppure**  
<http://www.oppurelibri.it/alessandrobocconi.htm>
- 2004** Book Cover “Bob Dylan l’ultimo cavaliere”  
**author N. Menicacci edizioni Hermetema**  
<http://www.liberonweb.com/asp/libro.asp?ISBN=8888437223>

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**2003** **Associazione Infanzia Ferita Onlus** – corporate image  
<http://www.aifonlus.it/>

**2003** Corporate image and posters  
**“Un piccolo gesto per grandi sorrisi”**  
Corporate image and posters for fundraising events for children in Holy Land – “Bambini in Terra Santa”. Among the events (as concerts, shows etc) also a football match with special players as Maestro Muti and the Scala di Milano orchestra.  
[http://www.aifonlus.it/immagini/galleria\\_iniziative/Iniziative%202004/Torneo%20di%20Calcio%202004/30-5-2004%20-%20locandina\\_partita\\_calcio.jpg](http://www.aifonlus.it/immagini/galleria_iniziative/Iniziative%202004/Torneo%20di%20Calcio%202004/30-5-2004%20-%20locandina_partita_calcio.jpg)  
[http://www.aifonlus.it/galleria.php?dir\\_attuale=I%20nostri%20Gadgets/](http://www.aifonlus.it/galleria.php?dir_attuale=I%20nostri%20Gadgets/)  
[http://www.aifonlus.it/galleria.php?dir\\_attuale=Iniziative%202004/Spettacolo%20Max%20Ballet%20Accademy%202004/](http://www.aifonlus.it/galleria.php?dir_attuale=Iniziative%202004/Spettacolo%20Max%20Ballet%20Accademy%202004/)

**“Una questione di autostima”**  
Cover illustration for a self-esteem test book developed by psychologists of “Nuove frontiere in medicina e psicologia” Onlus .

## Education and training

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**1996**  
**Commendation Award** **“Minneapolis College of arts & design” (Usa)**  
<http://www.mcad.edu/>

**Courses followed:**  
Posters and propaganda – videomaker – computergraphics

**1995**  
**Diploma in**  
**Graphic Design and Photography**

**“Institute of Arts Florence“**  
<http://www.isa.firenze.it/>  
Vote 58/60

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## Languages

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### Italian mother tongue

### English

Fluent spoken and written. Good reading

## Computer skills and competences

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On Mac e Pc: Photoshop, Freehand, Illustrator, Quarkexpress, Indesign, Flash, Dreamweaver, Fireworks, tips of html language, word, excel, powerpoint.

## Artistic skills and competences

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My side jobs:

- Painting and drawing
- Artworks
- Children illustrations
- Tails and stories for children
- Small jewellery
- Papier-Maché objects
- Photography
- Music: student and amateur singer (jazz and modern music)

Hobbies:

- Cinema, live music, reading, comics, japanese animation, cartoons, modern art, sea and sailing

## Driving Licence

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