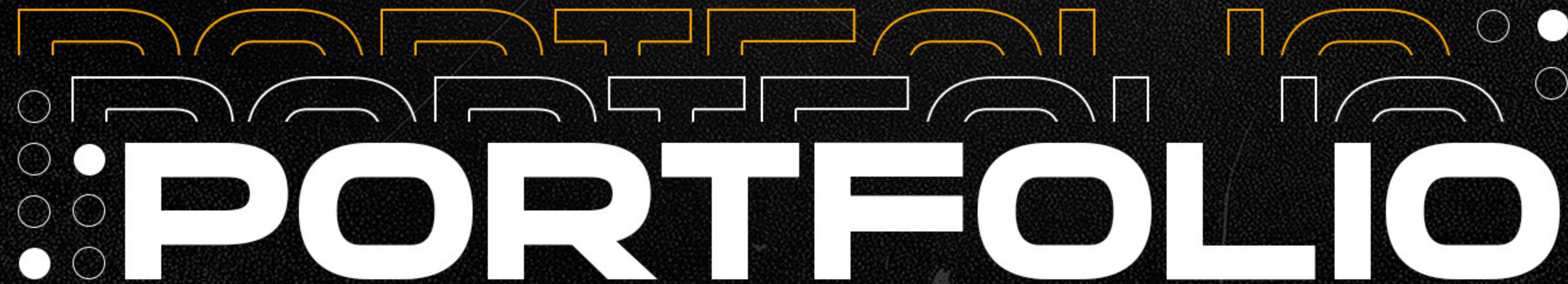


LUCA CATRISANO



PORTFOLIO



GRAPHIC DESIGNER



ABOUT ME

Hi! My name is **Luca** and I'm a **Graphic Designer**. I'm a **curious person** who **loves trying** new things and **always looks for ways to get better**, both in my work and personally. I enjoy what I do, and I always try to give my best in everything.

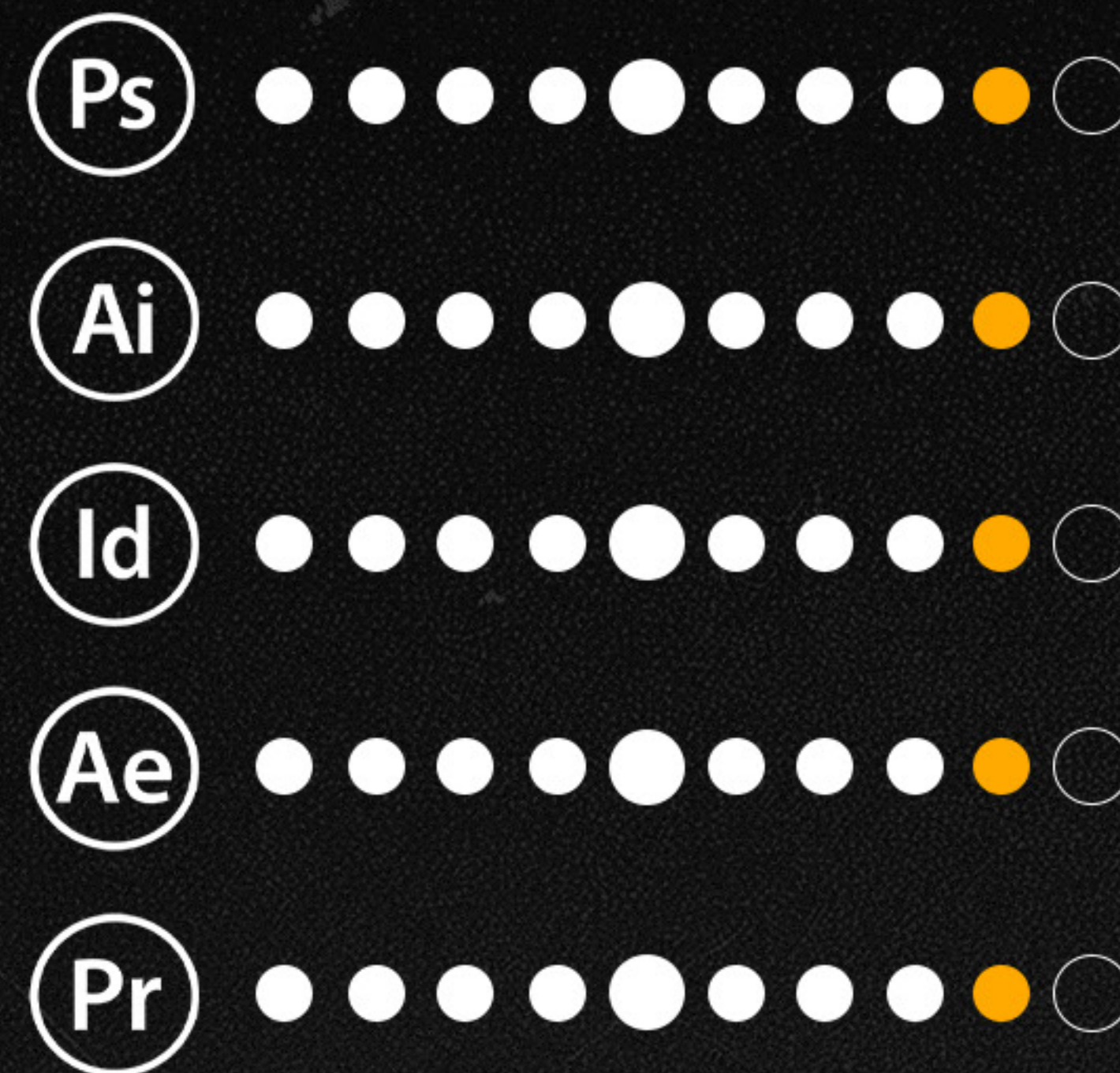
EDUCATION

Bachelor in Graphic Design, Advertising and Multimedia at AANT - Academy of Arts and New Technologies of Rome.

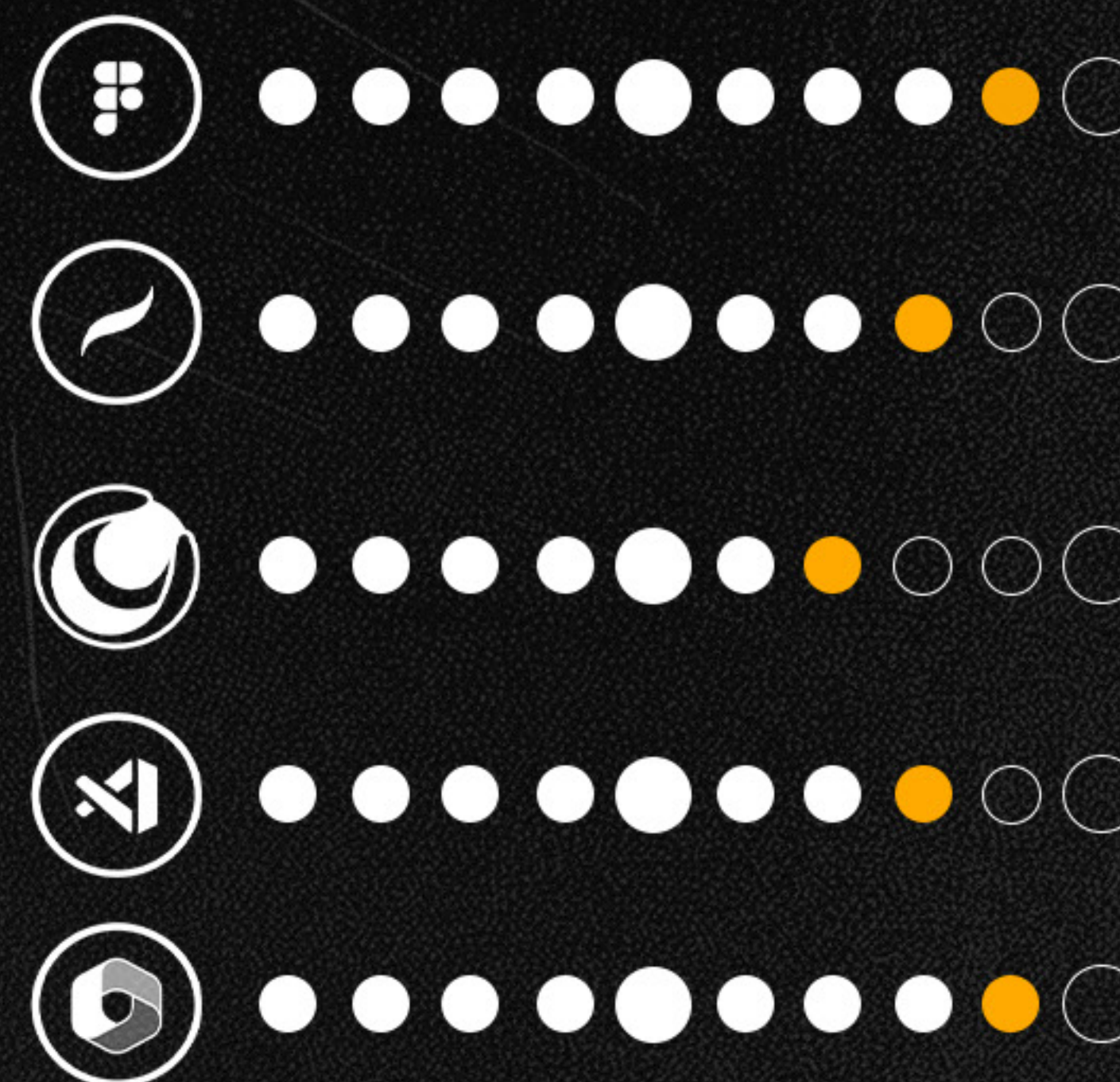
Grade: 110/110

SOFTWARE SKILLS

Adobe Creative Cloud



Side



WORK EXPERIENCE & CLIENTS

Publicis Groupe

Leo Burnett Italia

2024 • January to July • 6 months

Junior Art Director (Intern)



PHILIP MORRIS
INTERNATIONAL



MEDIOBANCA



DEGREE PROJECT





la tua cura, la nostra missione.



Unikae was created as a solution to improve the quality of life for AYA (Adolescent & Young Adult) cancer patients and the people around them in Italy. It offers versatile services that can, even in a small way, help and support the incredibly challenging "journey" that each person faces while fighting cancer.

PATIENT JOURNEY

SYMPTOMS

DIAGNOSIS & COMMUNICATION

HOSPITALIZATION

START OF TREATMENT

RECOVERY/MANAGEMENT OF THE ILLNESS

RELEVANT SURVEY DATA



How has the diagnosis affected your daily life and your future plans?

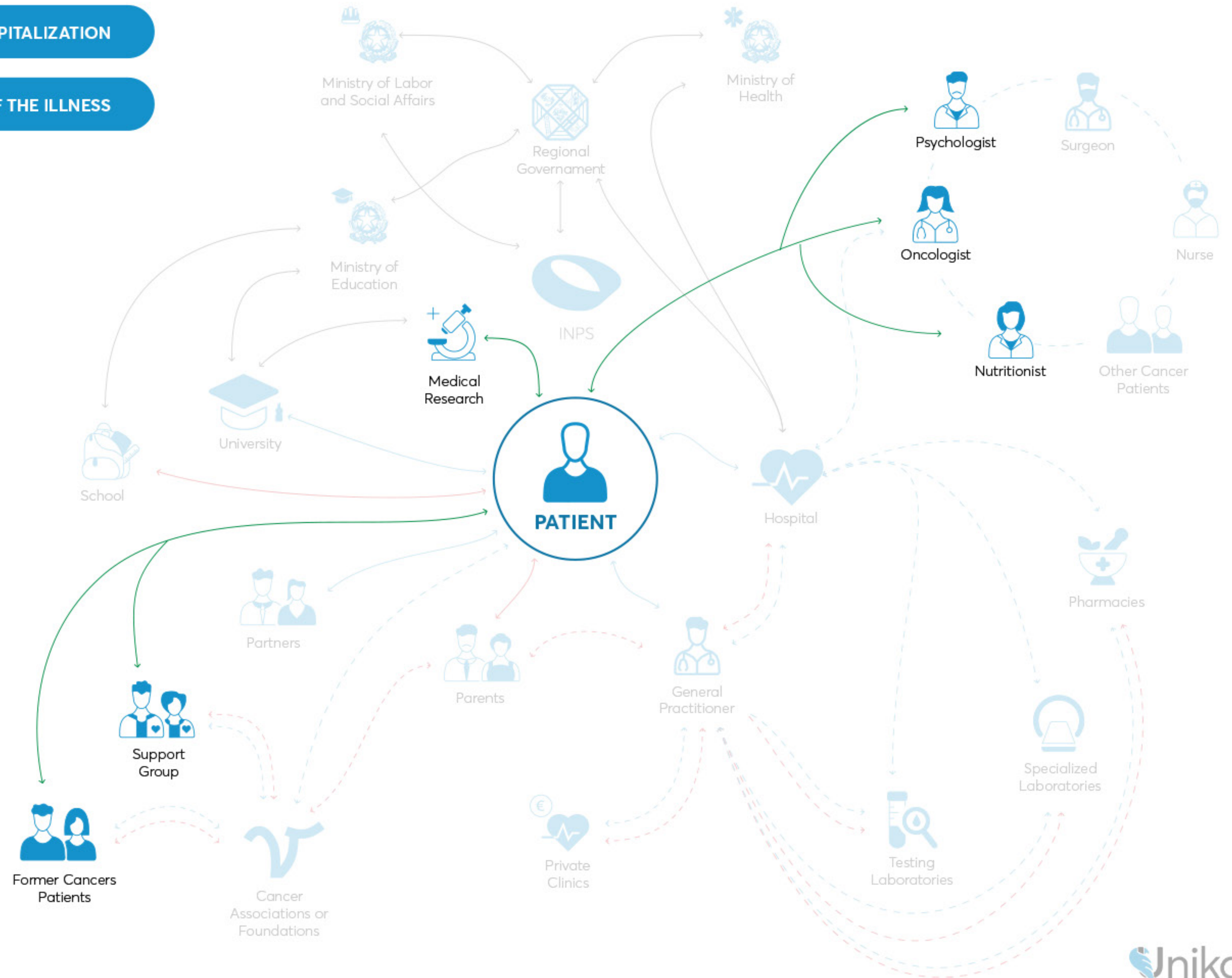
66,7% Impact on career and life choices

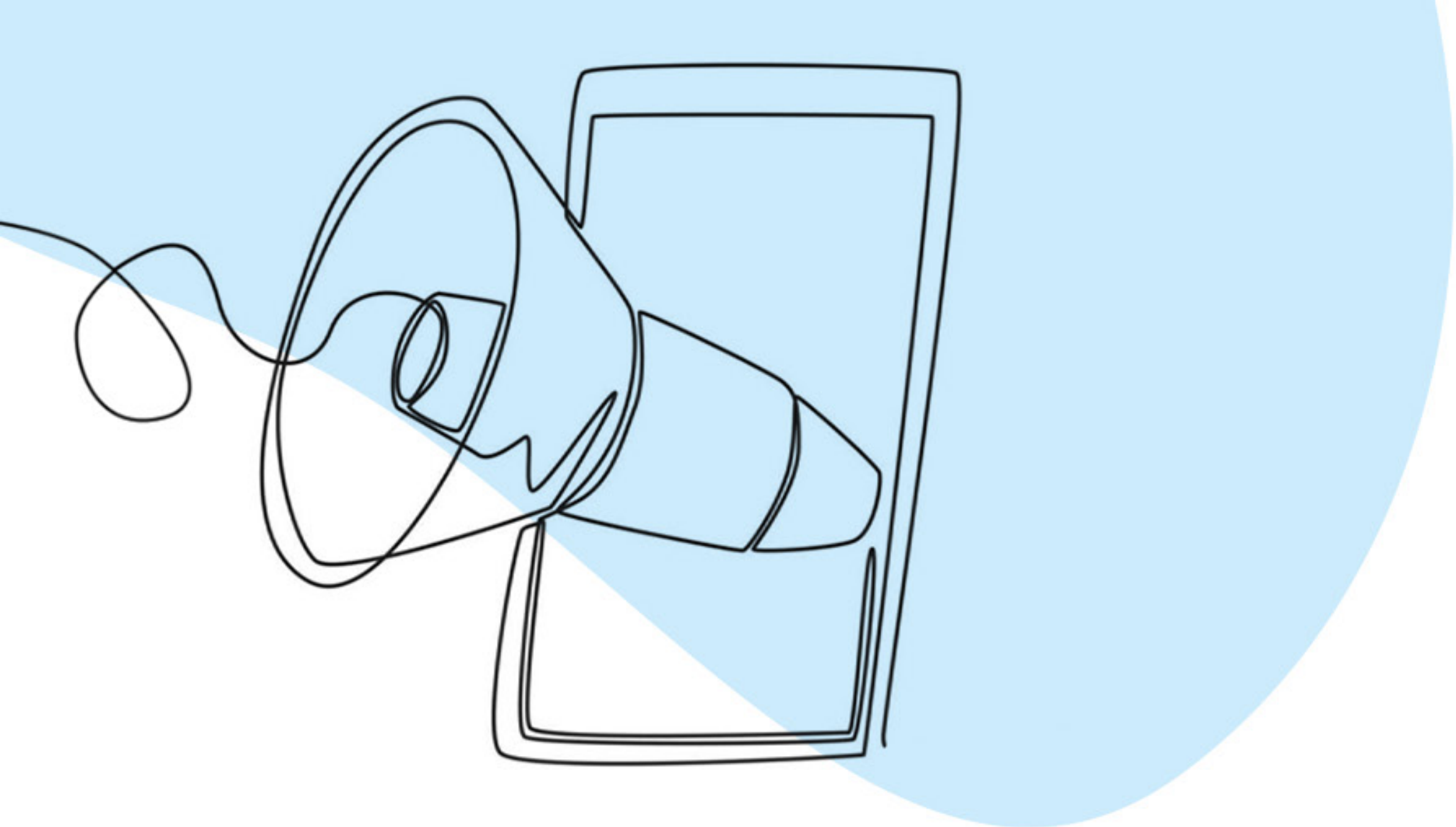
20,0% Significant changes in daily life

13,3% With determination to pursue one's goals despite everything

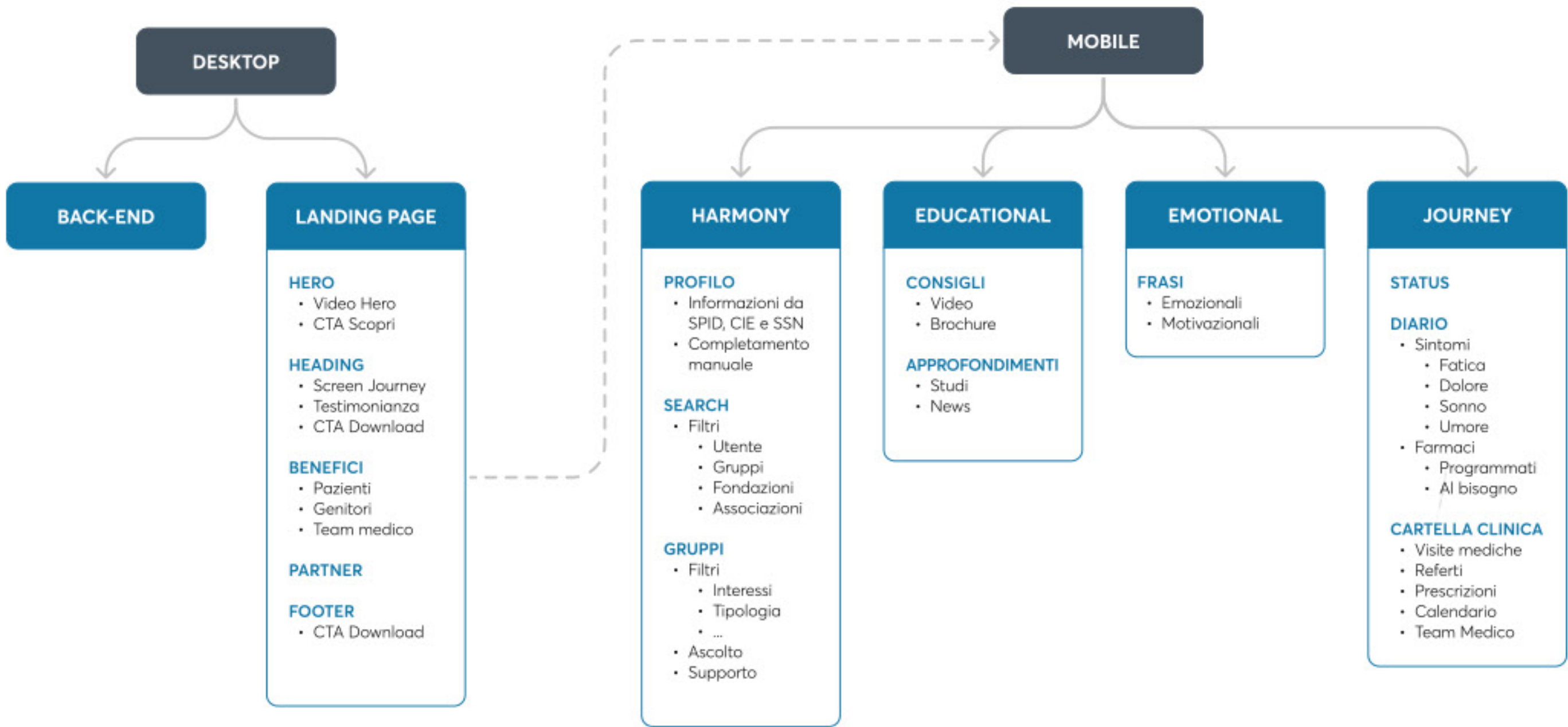
6,7% Other: Just a few things

ECOSYSTEM MAP & OPPORTUNITIES

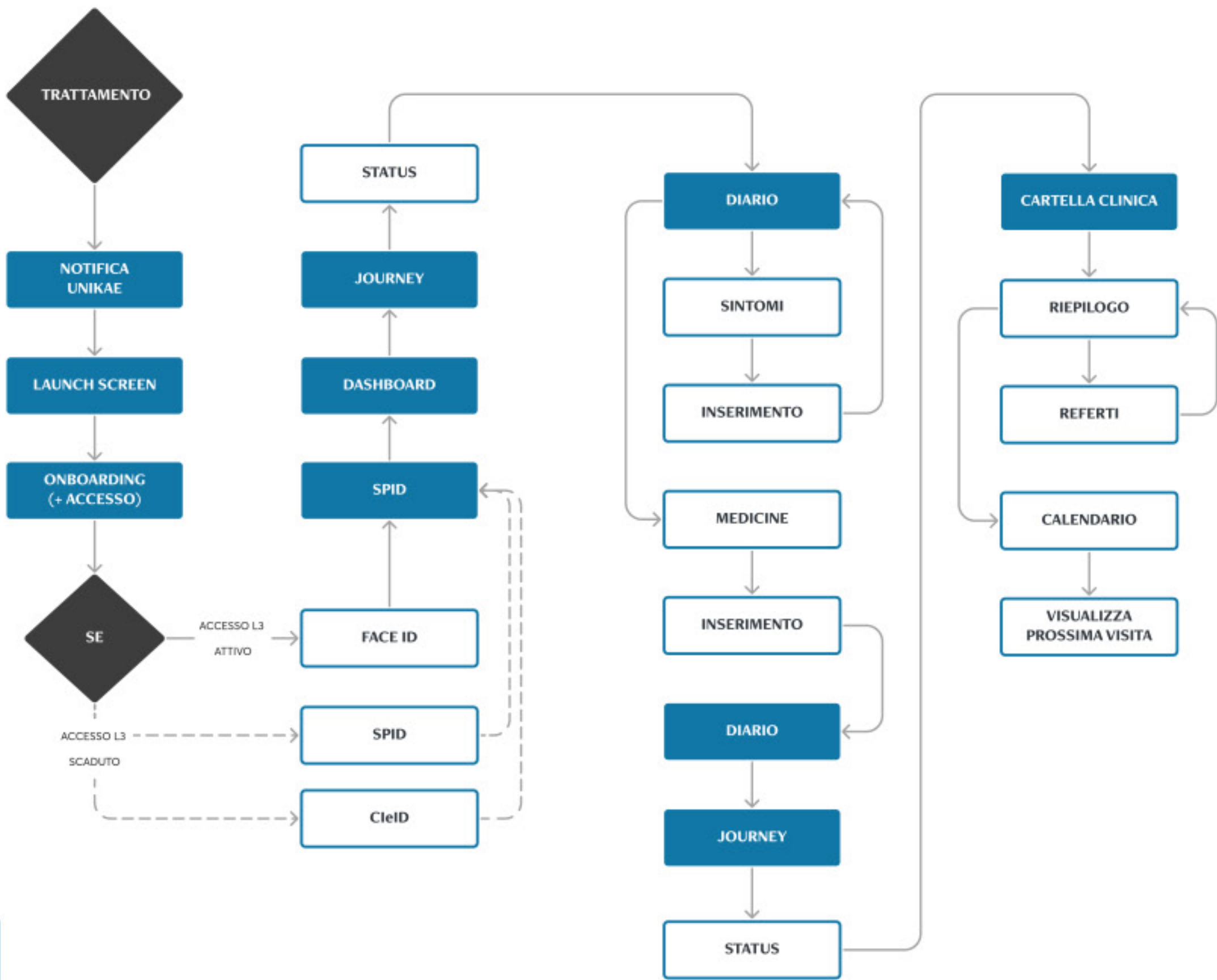




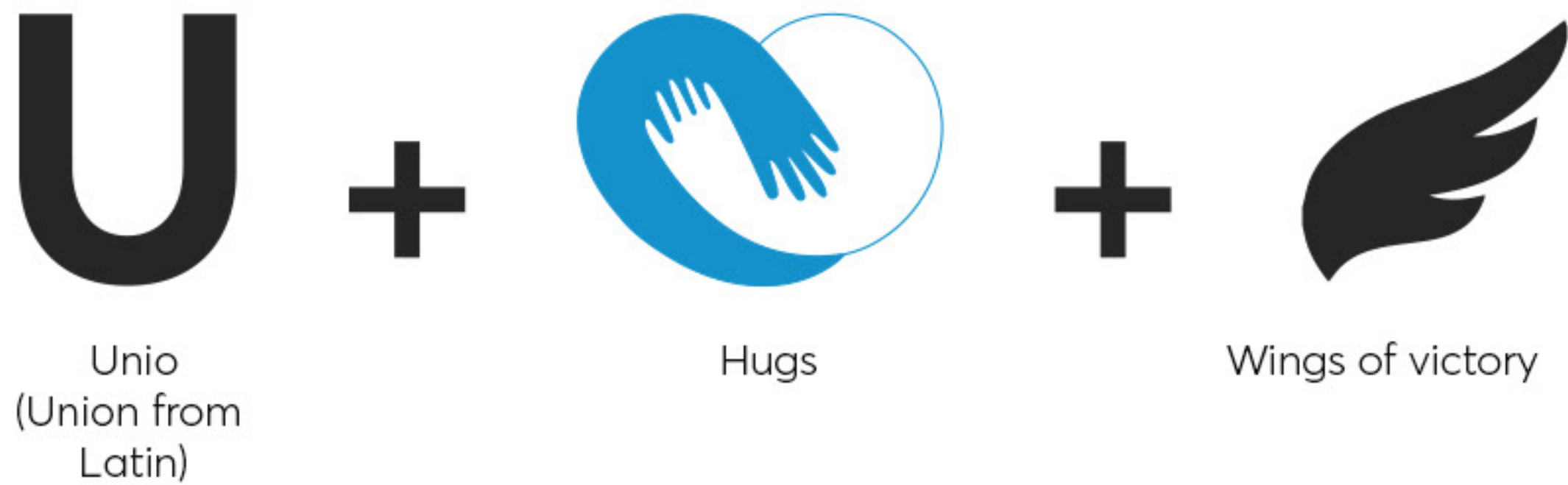
ARCHITECTURE



USER FLOW



GENESIS



RESULT OF GENESIS



COMPOSITION & PAYOFF

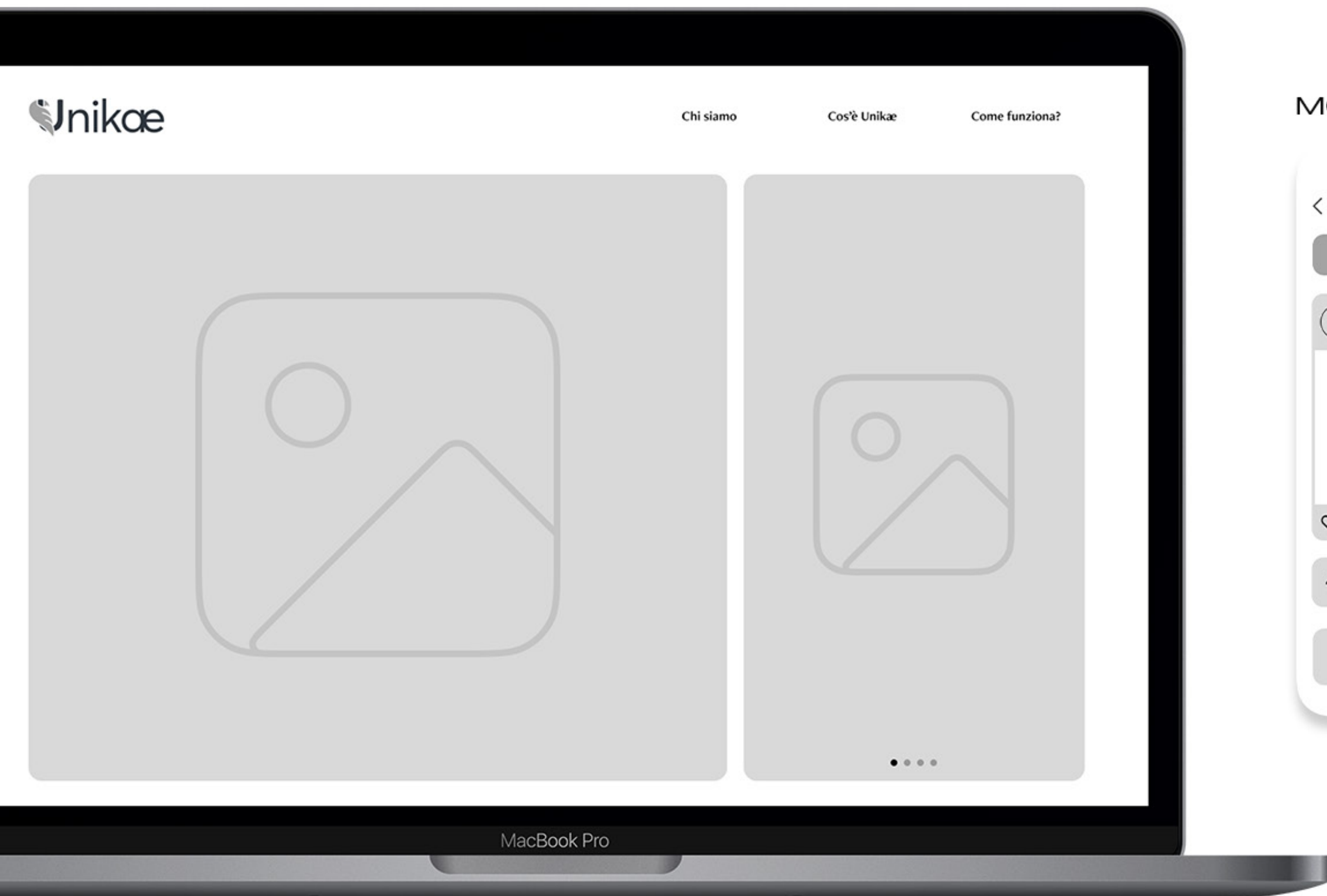


RESPECT AREA

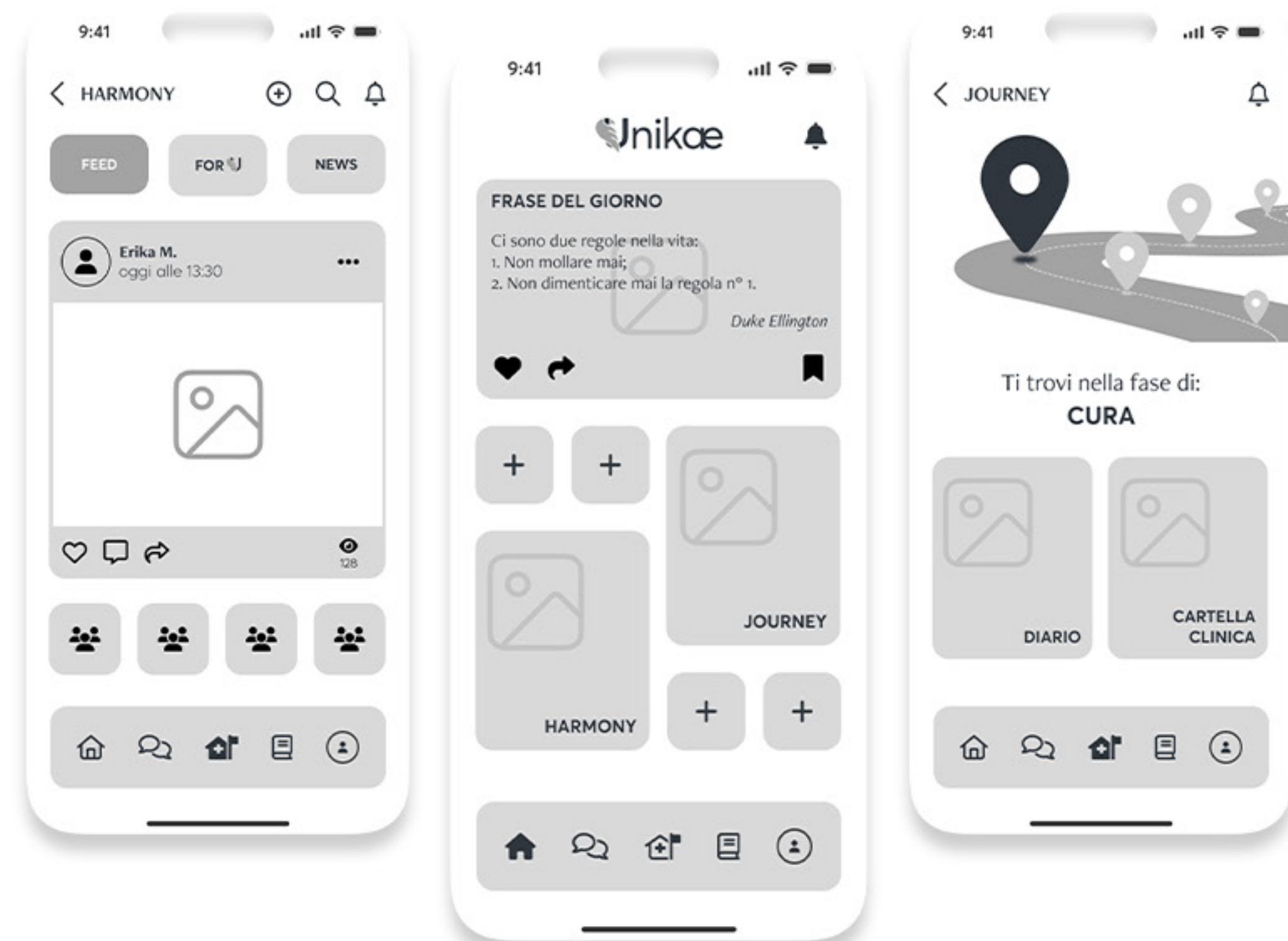


WIREFRAMES

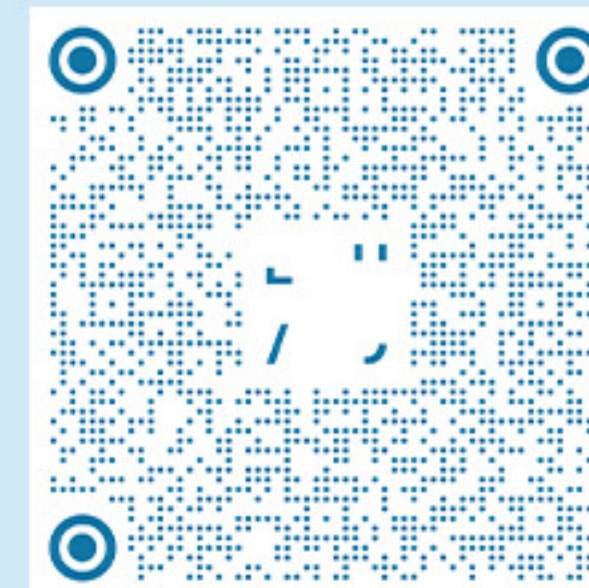
DESKTOP



MOBILE

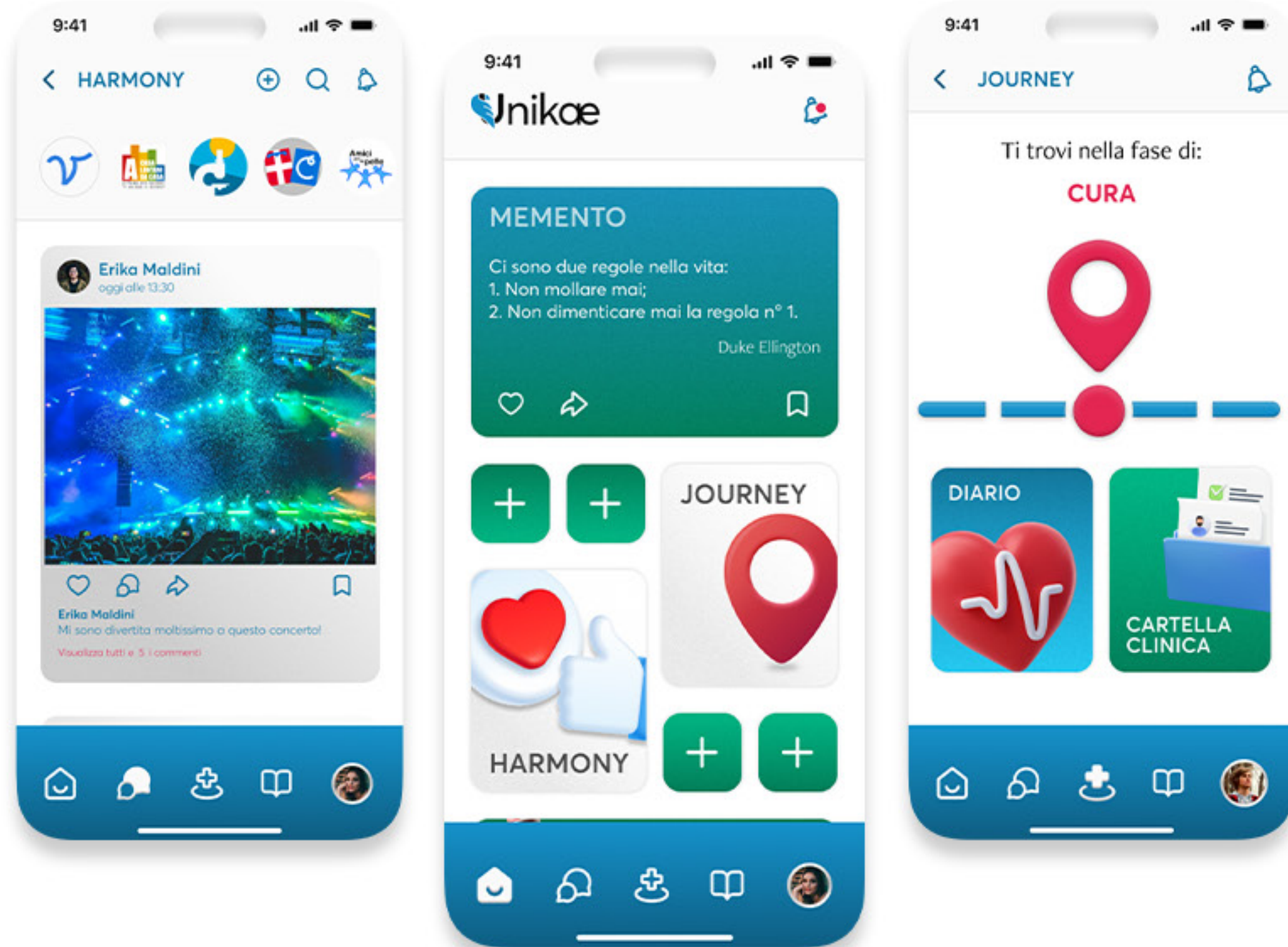


SCAN FOR
MORE SCREEN
(Require Figma Account)



TEMPLATE

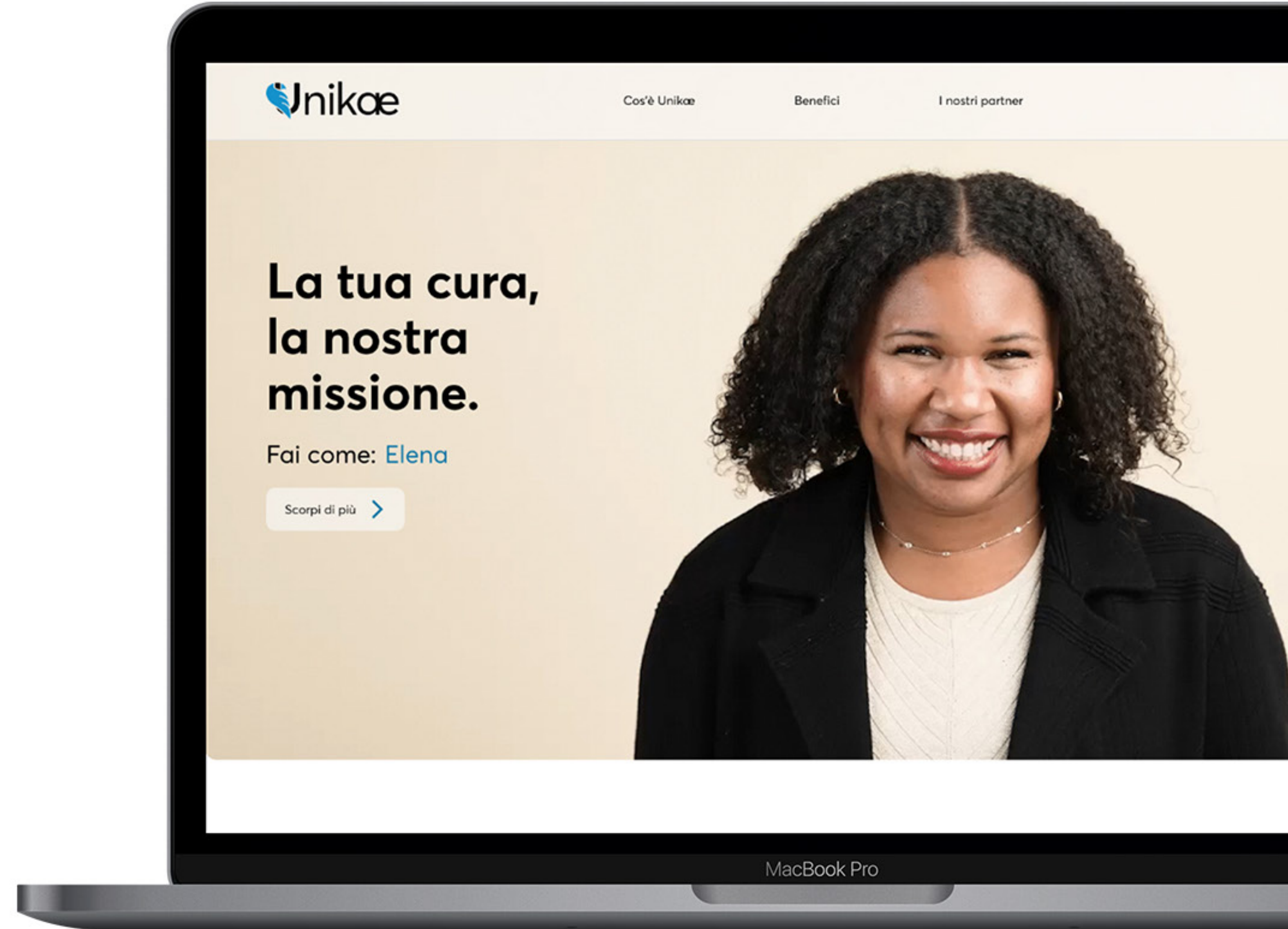
MOBILE



SCAN FOR
MORE SCREEN
(Require Figma Account)



DESKTOP



AGENCY PROJECT

The background is a dark, textured surface. It is populated with numerous small, bright green dots scattered across the upper half. On the left and right sides, there are several thick, white, parallel diagonal lines that appear to be part of a larger geometric structure. Below the main text, a horizontal white line serves as a base for a complex, white wireframe structure that resembles a sphere or a dome, composed of many intersecting arcs. In the bottom right corner, a portion of another similar wireframe sphere is visible.



- > 130 Immuno Diagnostics Products
- > 90 Molecular Diagnostics Products

1968

Foundation of SORIN:
opening of Europe's first
In-Vitro diagnostic center

2000

Management buyout
of Diasorin

2007

July, 19 Diasorin is listed on
the Italian stock exchange
(Piazza Affari, Milan)

2016

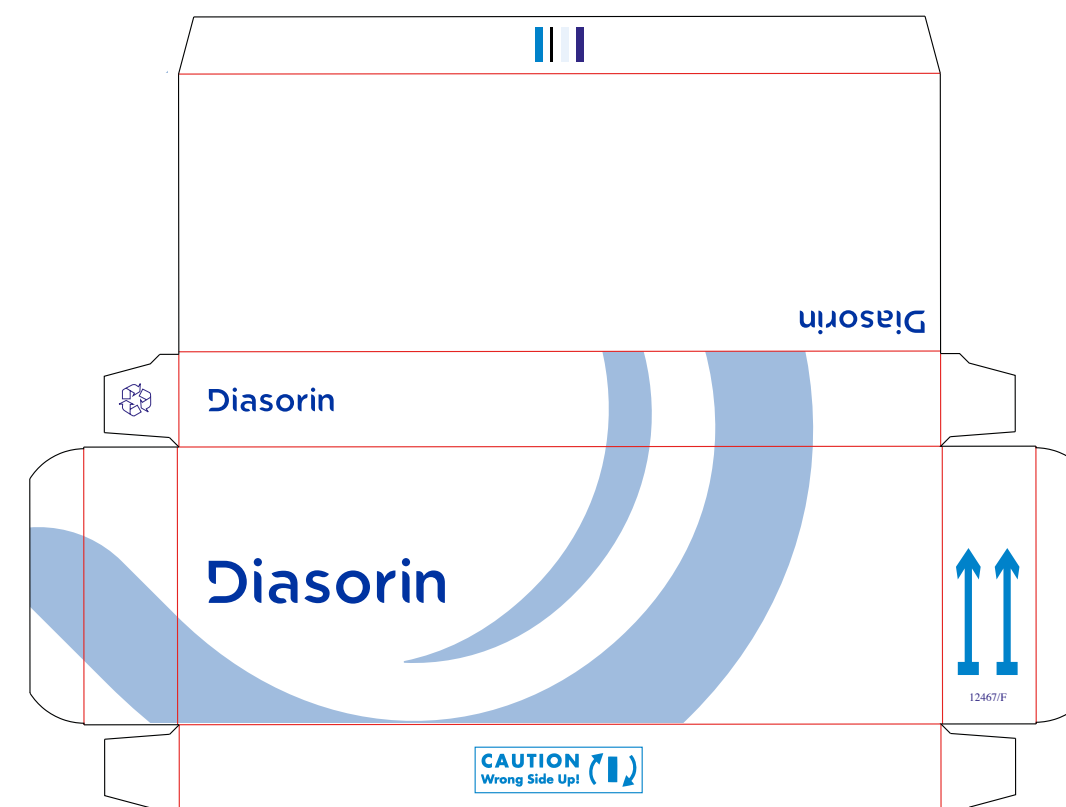
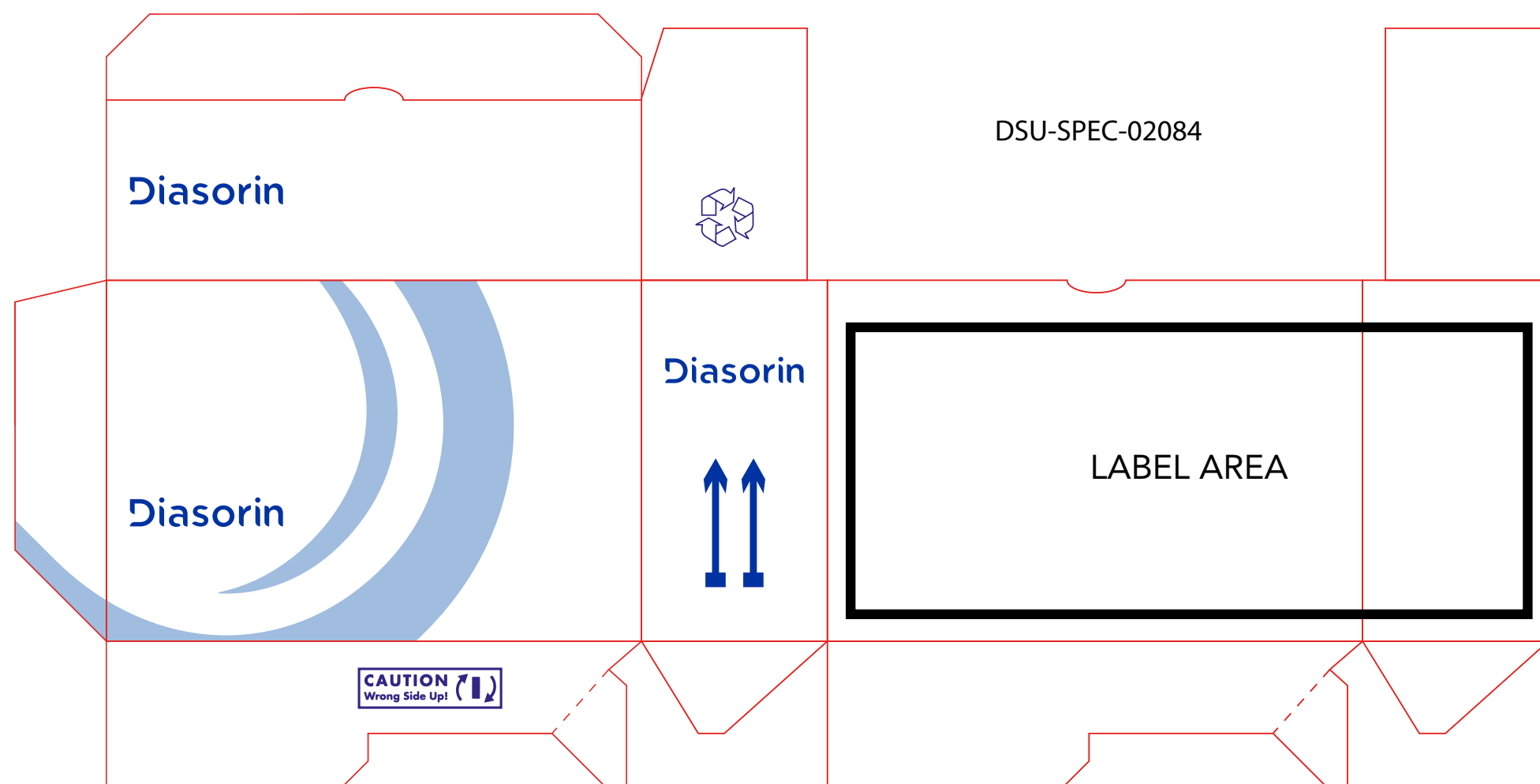
Diasorin enters the
molecular diagnostic sector
by acquiring the American
"Focus Diagnostics", founding
Diasorin Molecular

2021

Diasorin acquires
Luminex Corporation,
gaining multiplexing
technology for molecular
diagnostics and entering in
the Licensed Technology field



Diasorin Immuno
Luminex Molecular
Licensed
Technology
Group



For Diasorin, I participated in the creation of the wall located at the Chicago headquarters and some die-cuts for packaging.

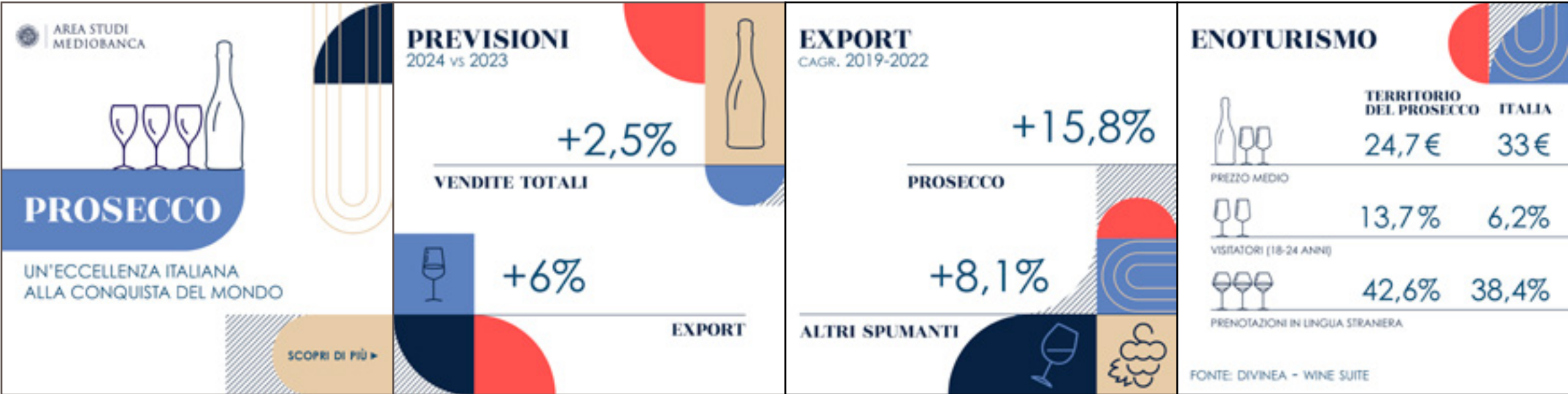
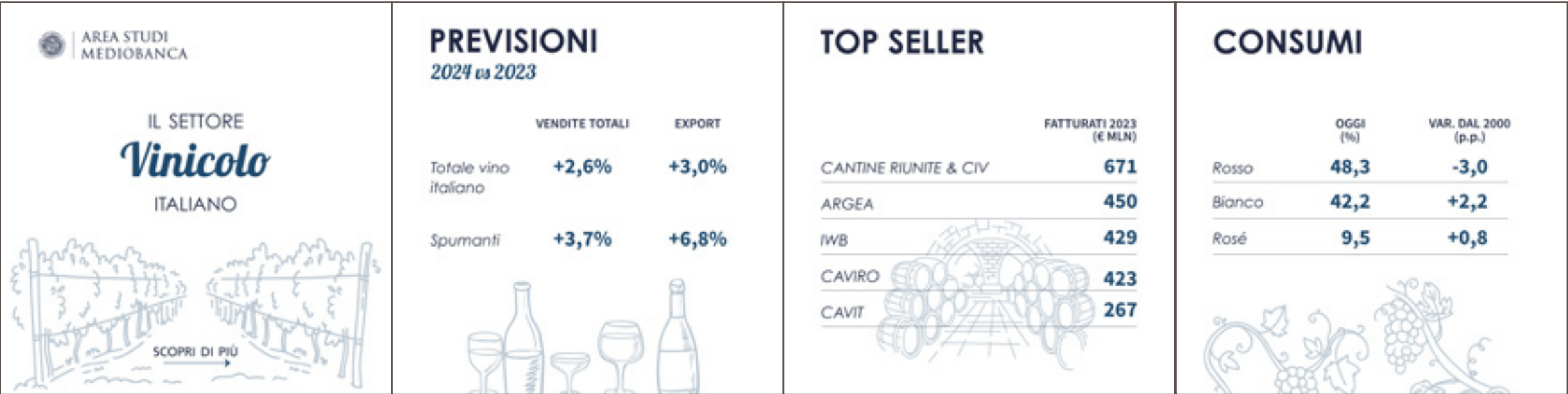
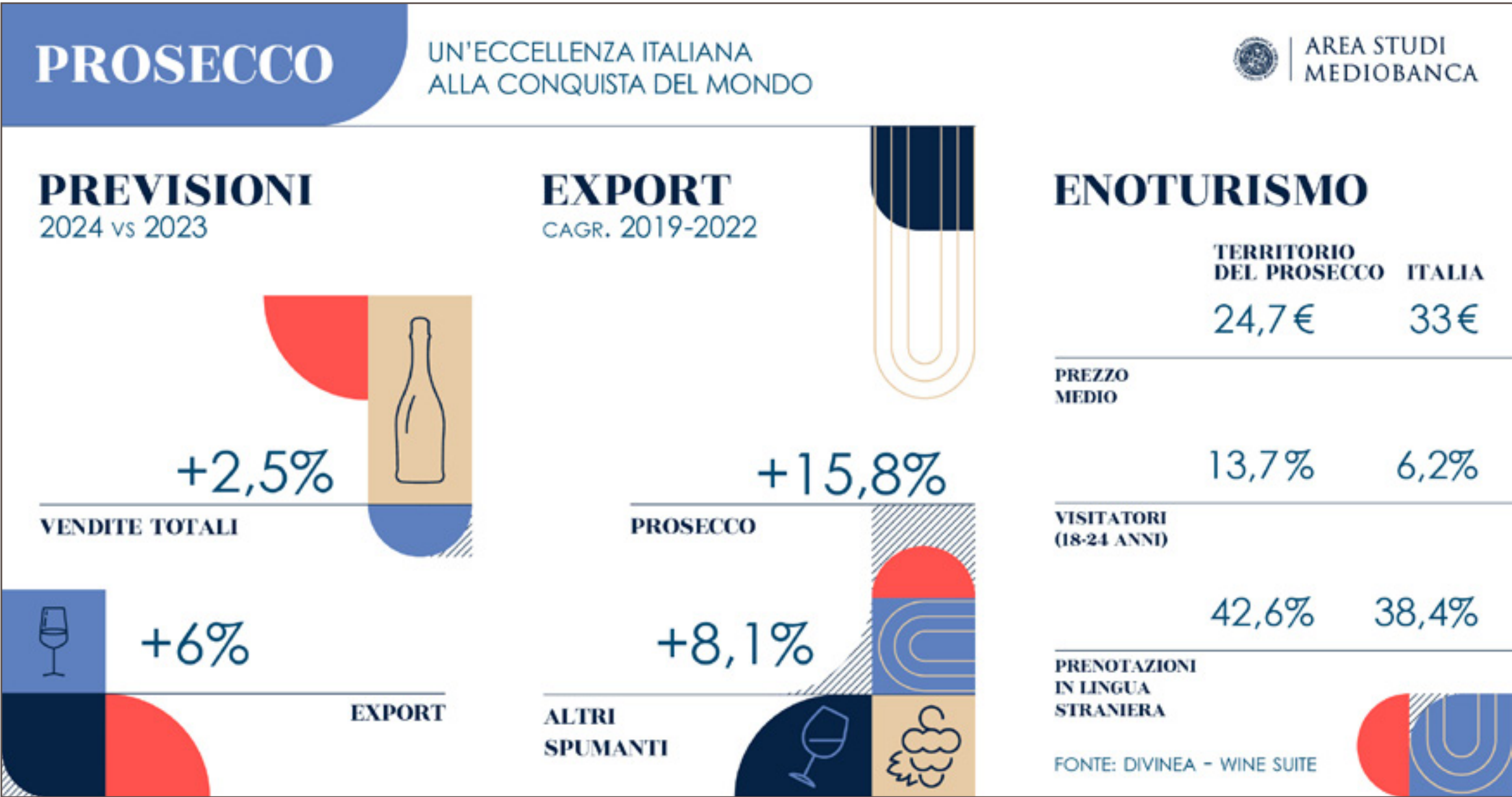
Leo Burnett



MEDIOBANCA

Leo Burnett

For MedioBanca, I created various social media formats of thematic infographics published on LinkedIn.





MEDIOBANCA



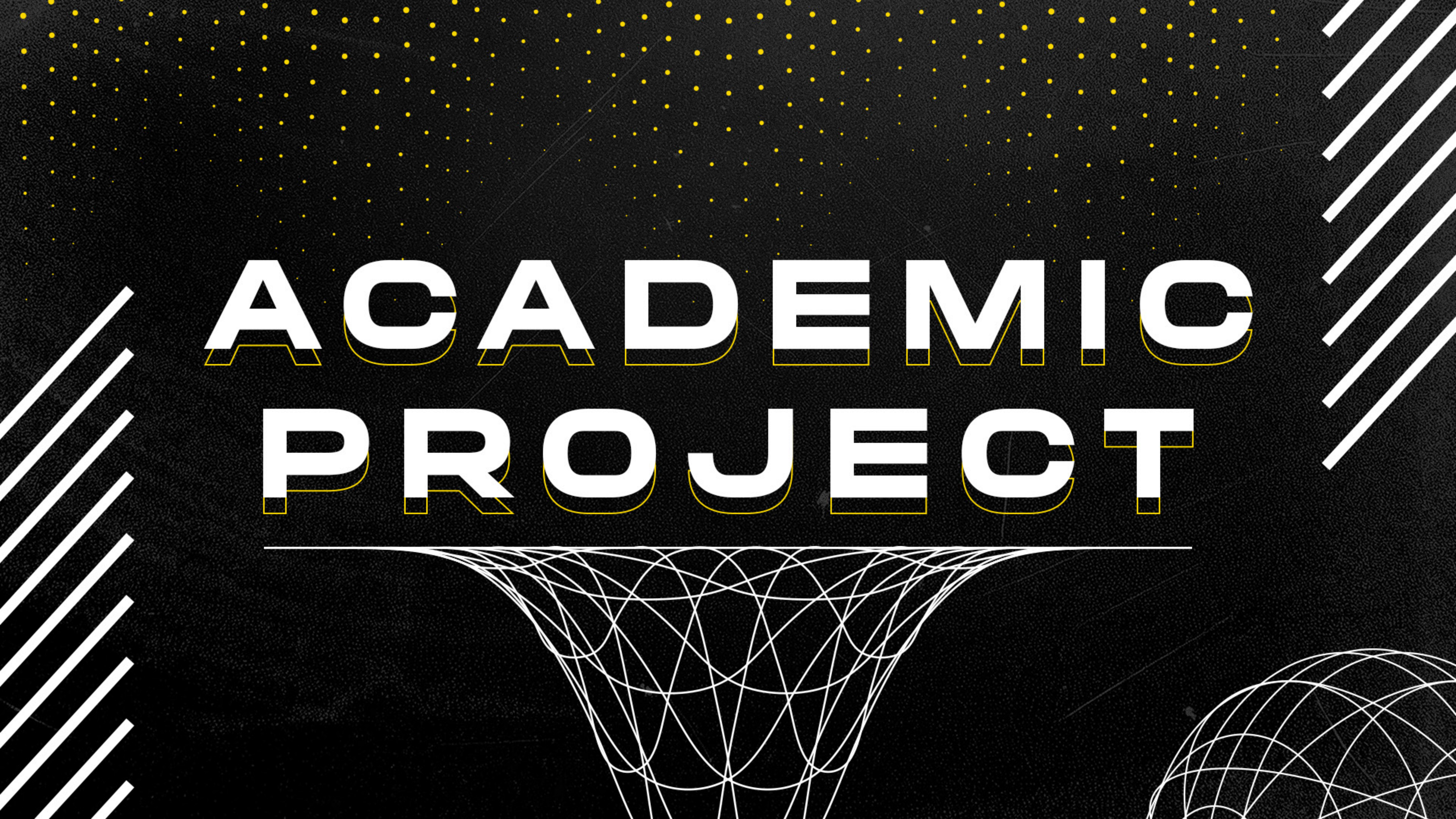
Leo Burnett



PHILIP M

For copyright and privacy reasons, I cannot publish my work for these two brands and their subgroups at the request of the agency and the client.

ACADEMIC PROJECT

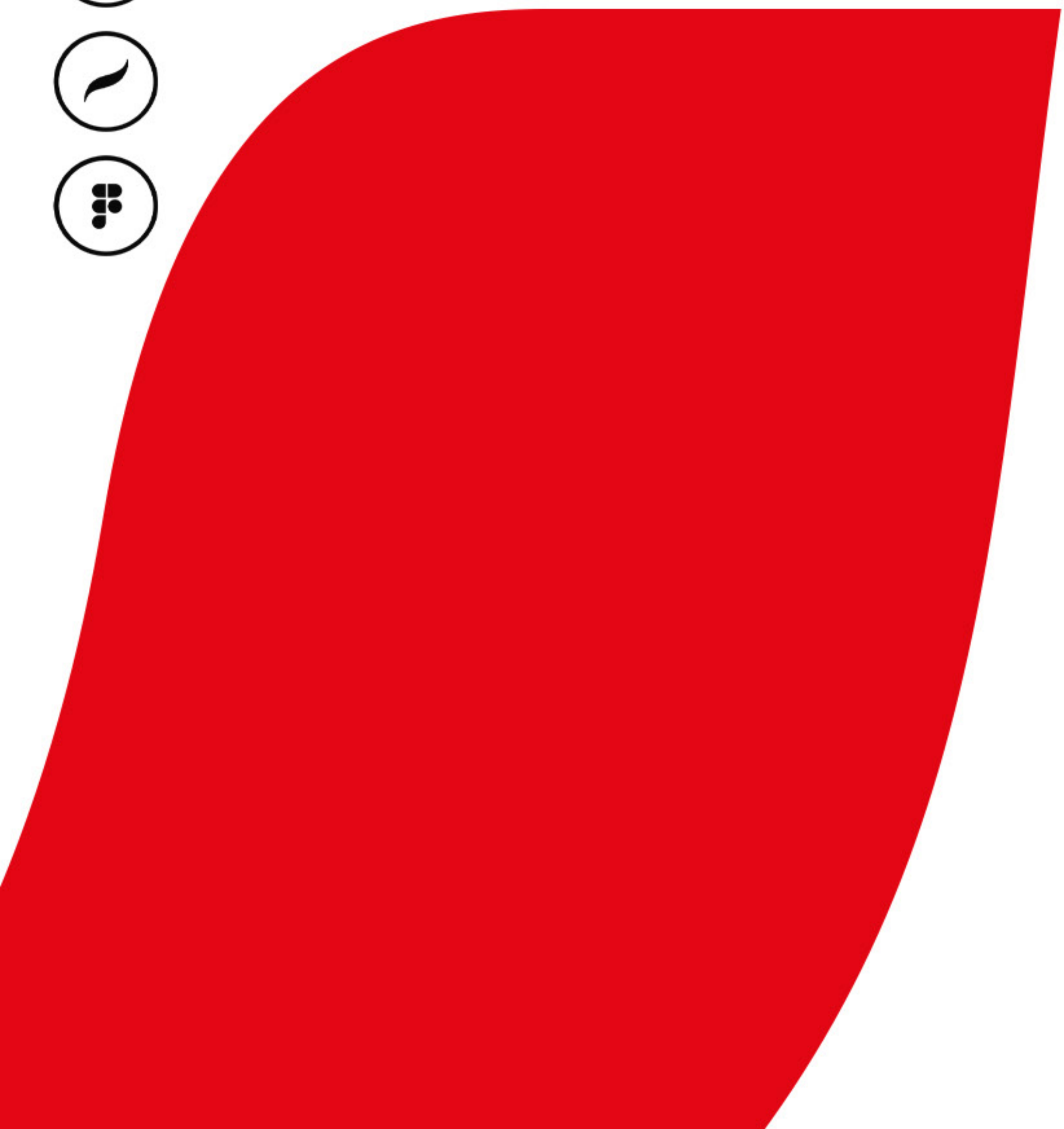
The background is a dark, textured black. It is filled with numerous small, bright yellow dots scattered across the upper half. On the left and right sides, there are several thick, white, parallel diagonal lines that appear to be part of a larger geometric structure. Below the text, a horizontal white line extends across the width of the text, from which a complex, white, wireframe-like structure emerges, resembling a sphere or a dome made of many intersecting lines. In the bottom right corner, there is a smaller, more complete-looking wireframe sphere.



ACADEMIC PROJECT

INTEGRATED ADVERTISING - 2023

* Developed in partnership with **Nicole Bucci**.



NESCAFÉ®

Nescafé wants to value **every moment**, as well as the **people who are close to us**, by enhancing the **perception of the brand**. It's the **little gestures** that give value to the **moments** and the **people** we share them with.

INSIGHT

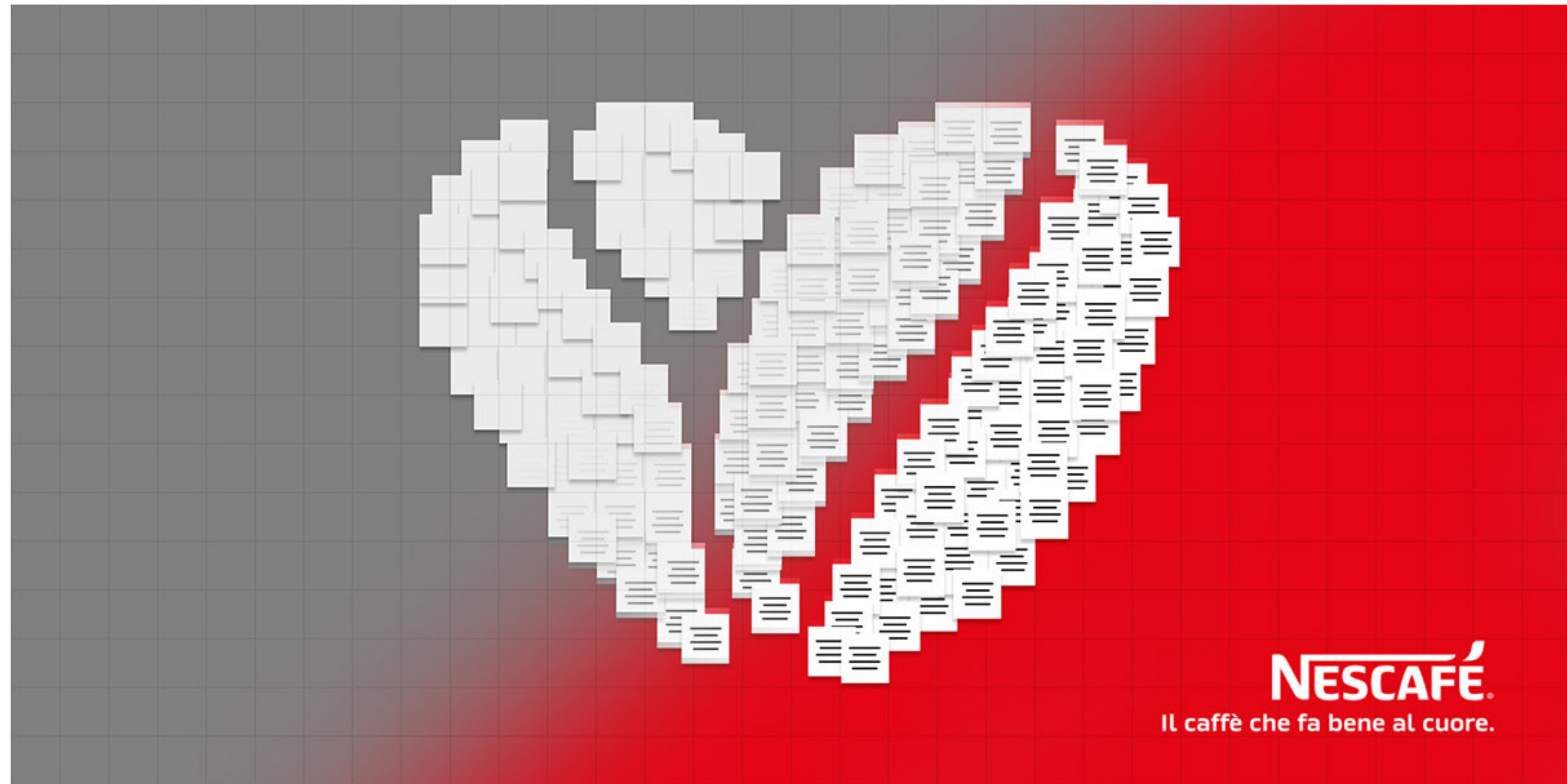
There is a correlation between coffee consumption and the health of our circulatory system.

CONCEPT

Il caffè che fa bene al cuore.

AMBIENT MEDIA

In the most prominent squares in Italy, installations will be set up where soluble coffee is served, allowing people to share unique moments with those who make them happy.



The post-it wall accompanies the installation.

The post-its represent "the little gesture". The goal is to leave brief messages. The wall will not only be dedicated to creating social content but will also become a centerpiece of the print campaign. Consumers will interact by taking a red or white post-it, writing a dedication or message on it, and then placing it in one of the guiding boxes. Each post-it will be necessary to complete the underlying figure.

BILLBOARDS & EDITORIAL ADV

Thanks to the experience of the post-it wall, the result will become our 3x2 print campaign. The macro of the experience, on the other hand, will be used for the classic A4 editorial format and vertical formats.



TV COMMERCIAL 30" STORYBOARD AND SCRIPT



1 RAGAZZO SEDUTO SUL DIVANO.



2 RAGAZZA DAVANTI AL PC.



3 NOTIFICA DELLO SMARTPHONE DELLA RAGAZZA.



4 RAGAZZA PIANGE DAVANTI ALLA NOTIFICA.



5 RAGAZZO CHE GUARDA FUORI DALLA FINESTRA.
SENTE INIZIALMENTE LA NOTIFICA POI PIANGERE.



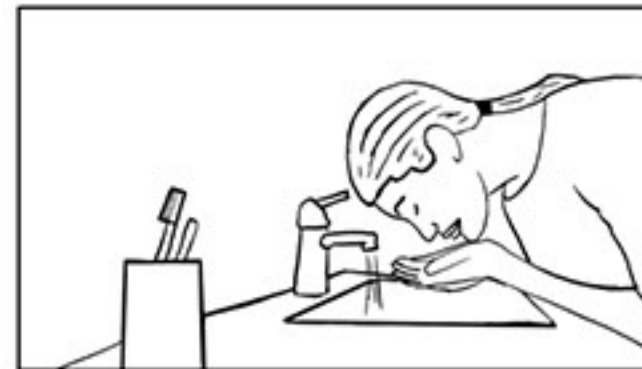
6 RAGAZZO CHE GUARDA LEI PIANGERE.



7 RAGAZZO IN CAMERA CHE SCRIVE IL POST-IT ROSSO.



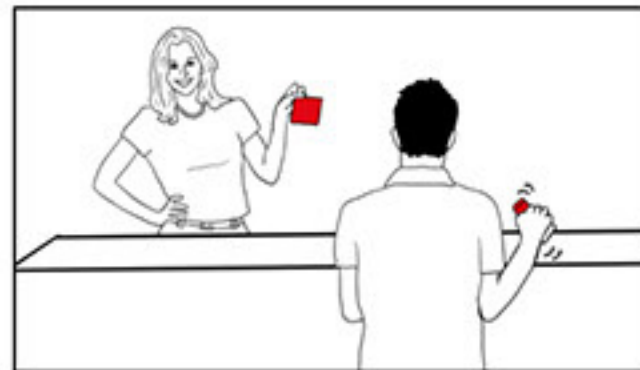
8 RAGAZZO CHE ATTACCA IL POST-IT AL COMPUTER DI LEI.



9 RAGAZZA CHE SI RICOMPONE IN BAGNO.



10 RAGAZZA LEGGE POST-IT E SORRIDE.



11 LEI MOSTRA IL POST-IT E LUI MOSTRA IL NESCAFÉ.



12 PREPARAZIONE DEL NESCAFÉ.

INTERIOR, DAYTIME.

We find ourselves in an apartment; the modern furnishings in the open space create a harmonious atmosphere. Sitting on the sofa is a young man, between 25 and 30 years old, engrossed in his smartphone. Behind him is a window that covers the entire outer wall, through which we see a city skyline. Among the various buildings, one stands out in particular: a skyscraper completely covered in greenery. We realize we are in Milan, and that is the Bosco Verticale by Boeri. The sky is gray, almost threatening to rain at any moment.

CUT TO

In a room, a young woman, also between 25 and 30 years old, is sitting in front of her computer, working on her thesis. From her expression, we can tell she is focused but also very tired. Next to her, on the desk, her smartphone lights up with a notification. She picks it up, reads the notification, and starts to cry. We don't know what happened or what the notification said, but the door to the room is open.

CUT TO

The young man has gotten up and looks out the window. He hears the notification sound from the girl's smartphone. He pays little attention to it, suggesting it's a common occurrence. Moments later, he hears her crying and, curious, makes his way toward her room. Upon reaching the doorway, he stops, looks inside, and sees the girl. Noticing that something is wrong, he sees she is exhausted and dejected. He wants to help but doesn't know how, then suddenly we notice a look on his face that suggests he has an idea.

He steps away from the door and heads to his room. We see him take a red post-it from his desk and start writing. We can't see what he writes, but in the background, we hear a door closing. We see the young man finish writing and return to the girl's room. Upon arrival, he notices that the room is empty; the girl has gone to the bathroom. Taking advantage of her absence, he sticks the post-it on the screen of her computer and exits the room toward the open space.

CUT TO

The girl is in the bathroom (close-up on the tear-stained tracks on her face). Her makeup is smudged. She turns on the faucet, washes her face to remove the makeup, and dries off with a face towel. She regains her composure a bit and leaves the bathroom. She heads to her room and sits back in front of the computer, ready to resume where she left off, when she notices the post-it on the screen. She carefully peels it off, reads it, and soon after, a faint smile appears on her face. She stands up and exits the room, heading towards the open space.

CUT TO

The young man is in the kitchen, searching for something. We see him opening a few cabinets. Shortly after, he finds what he was looking for, takes it, and turns around. We notice he has a Nescafé Red Cup package in his hand. He sees the girl looking at him with a smile, holding up the post-it. He meets her gaze and smiles back, then raises his hand slightly with the product, giving a little shake as if to say, "I've got the solution.". The two approach each other and begin preparing the product together.

CUT TO

Through a series of shots, we see the ease of preparing the product and its appeal. Finally, the coffee is poured into two red Nescafé mugs.

CUT TO

We return to the young people, now sitting on the sofa, enjoying the moment together, side by side.

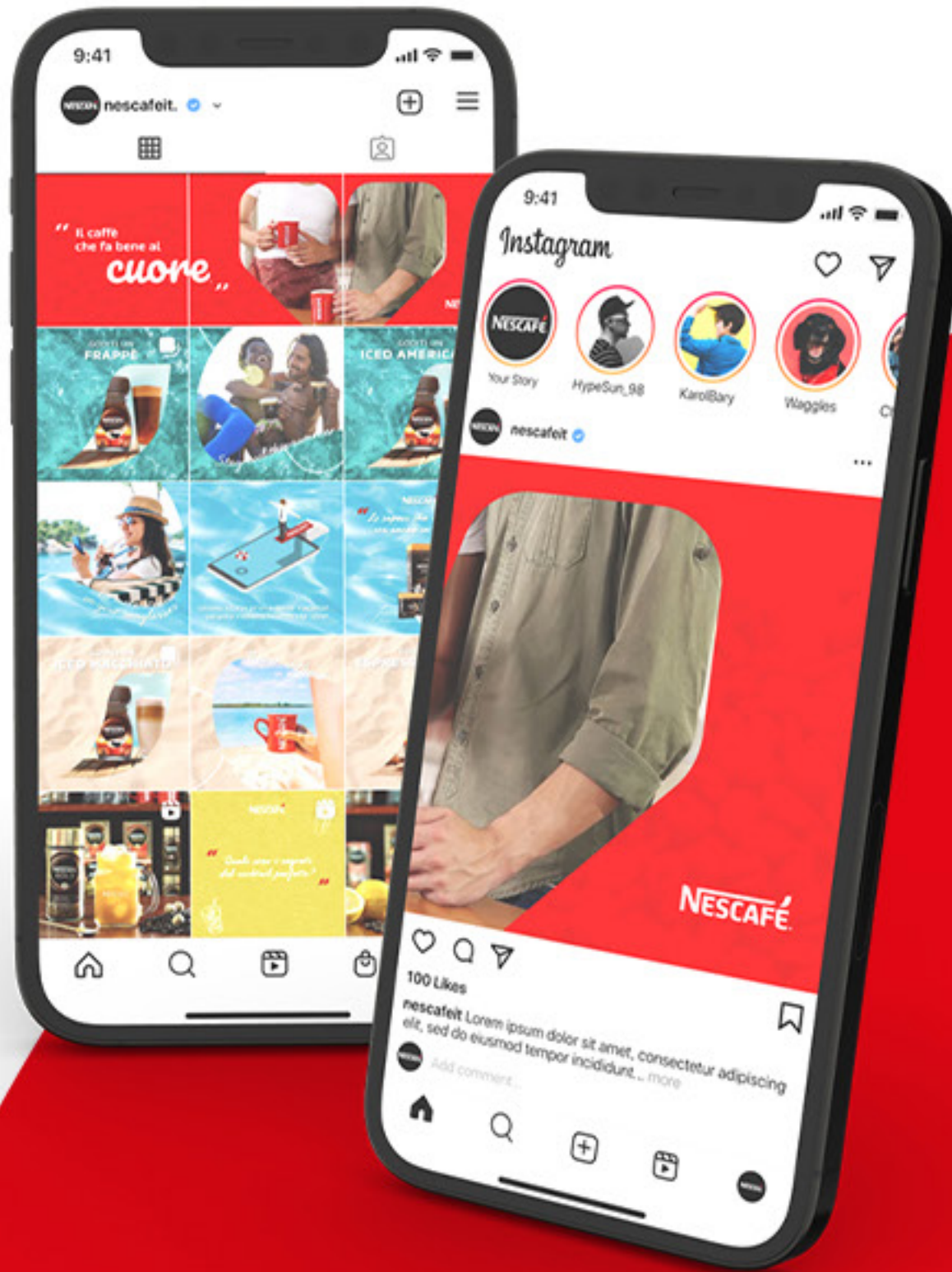
CUT TO

Close-up on the product, the Red Cup, and the post-it resting on it. Here, we finally see what the young man had written on the red post-it (in white): "Time for some comfort?"

This is followed by the caption:
"Il caffè che fa bene al cuore."

SOCIAL MEDIA & LANDING PAGE

On the Instagram profile, while maintaining Nescafé's original social communication style, we incorporate a photo within a heart shape created by the handle of the iconic mug. The heart will appear complete in the feed.



INSTAGRAM STORIES

A coffee for every moment.



The landing page features a summary of the campaign with specific sections dedicated to its variations.

PROTOTYPE



ACADEMIC PROJECT

INTEGRATED ADVERTISING - 2023

* Developed in partnership with Daniel Giusti.

atac



ATAC aims to reposition **how users perceive** the company, embracing new concepts such as **reliability**, **safety**, **punctuality**, and **efficiency**. Additionally, it seeks to make Rome a more **sustainable city** and improve the **quality of life** for its citizens through **efficient** and **eco-friendly transportation services**.

INSIGHT

By leveraging **self-irony**, we can enhance our image by highlighting the **positive aspects**, despite the challenges.

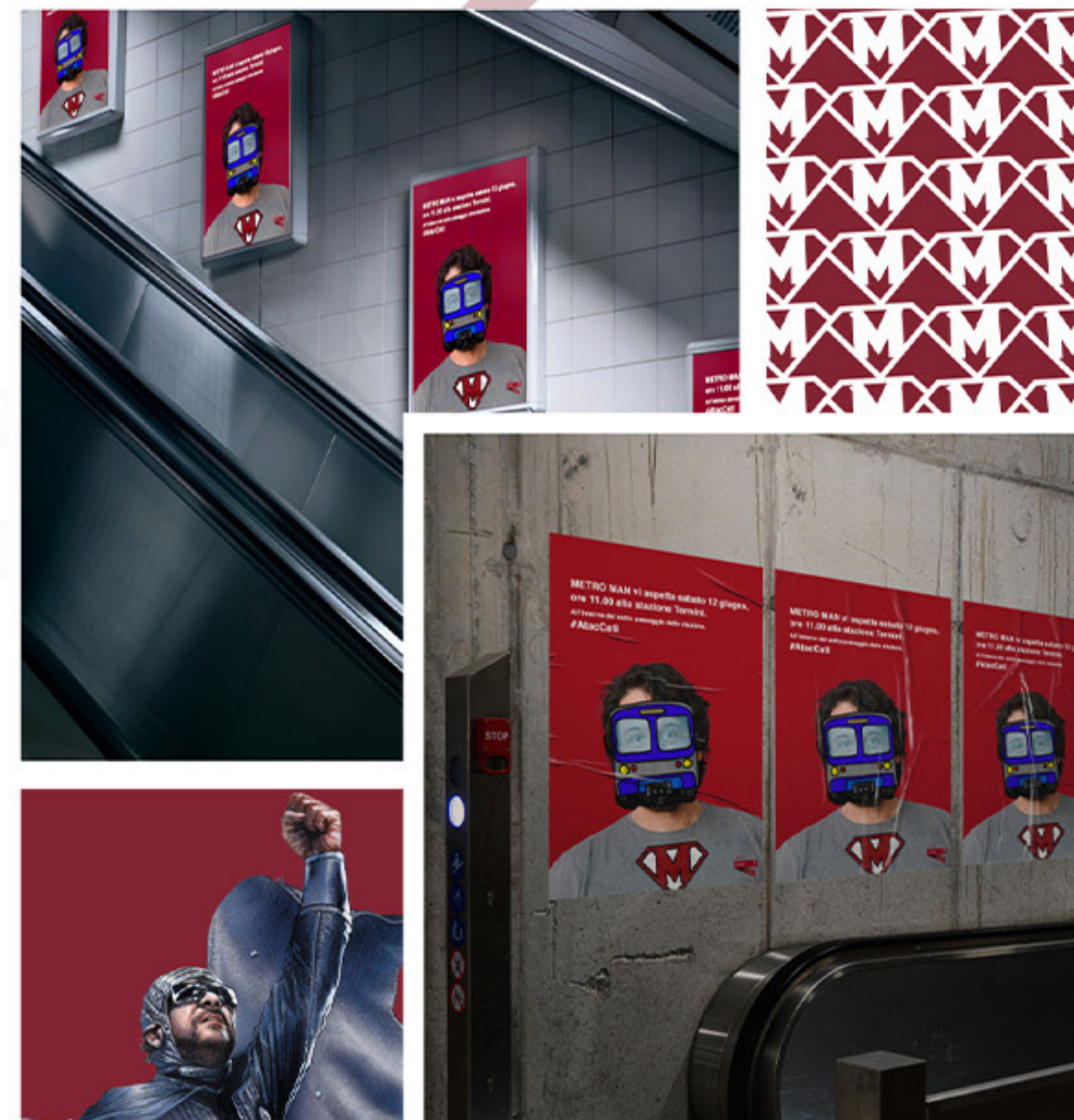
CONCEPT

#AtacCati

atac

EVENT AT TERMINI

To complement the ambient media, we have designed a true show that will engage all travelers using the service. On a Saturday, at Termini station, a superhero will make an appearance: **Metro Man**, who will be dedicated to "saving" ATAC's image while entertaining the audience with humor. As a guest star, the obvious choice was **Lillo**, thanks to his recent viral meme from the TV show "LOL", where Lillo plays a very simple superhero. Beyond his iconic phrase "So' Lillo", the show will feature Roman aphorisms, classic sketches, and more, creating an entertaining and relatable experience for all attendees.



atac
ROMA

**DAMO TEMPO AR TEMPO,
MA NER FRATTEMPO?**

Ammazza er tempo, descrivi con una parola la bellezza di essere #AtacCali

AMBIENT MEDIA

Installed on the platforms of Rome's metro stations, there will be **interactive touchboards** where travelers can stay engaged during their wait by writing a positive word related to the concept of the new campaign. The activity will be moderated by **hostesses**, who will reward participants with **free return tickets** for every positive word submitted.

atac



BILLBOARDS

For the billboards, we have developed a fully **copyhead-focused approach**, featuring **Roman aphorisms** that narrate situations or emotions experienced while traveling with ATAC. All of this is infused with the characteristic **self-irony** that defines the campaign.

PRINTS & GADGETS

For the print campaign, we opted against a traditional editorial ad, instead creating a **humorous reinterpretation** of the Rome metro map, complete with **tips & tricks**—a sort of travel guide with a playful twist. Additionally, we plan to personalize the **ticketing service** for the occasion with a new graphic design aligned with the campaign's theme. To build loyalty and leave a distinctive mark, we have also developed a range of branded gadgets.



TV COMMERCIAL 30" STORYBOARD AND SCRIPT



1 GIORNATA DI PRIMAVERA



2 UOMO CHE CAMMINA



3 UOMO ALLA FERMATA CHE ASPETTA L'AUTOBUS
VO: "STANCO DI LITIGARE CON GLI AUTOBUS CHE SI DILEGUANO COME FANTASMI?"



4 UOMO CHE RICHIEDE LA FERMATA AL BUS "FANTASMA"
"MANDO UN FANTASMA SPARISCE COSÌ... DE BOTTO!"



5 UOMO CHE ASPETTA IL TRAM



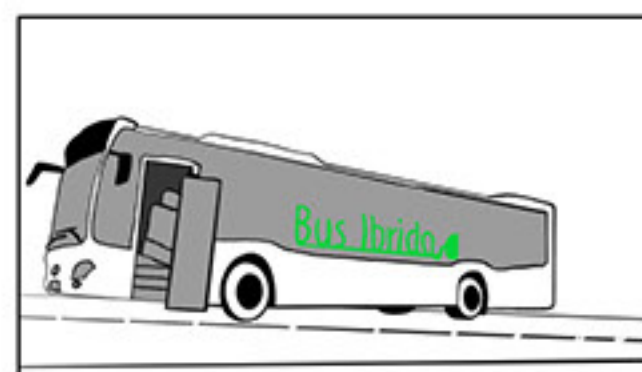
6 TABELLONE "PROSSIMAMENTE" CON UOMO CHE ESCLAMA:
"PROSSIMAMENTE... SI COME NOI DELLA SERIE ATTACCATI PROPRIO!"



7 UOMO DAVANTI AL MURO CON I GRAFFITI



8 MACRO SUI GRAFFITI, CON GLI AFORISMI, PENSIERO:
"GLI AFORISMI ROMANI... POTREBBE MAI ESSERE..."



9 IL MURO SPARISCE E APPARE UNA NUOVA STRADA CON UN NUOVO AUTOBUS ATAC



10 UOMO CHE SALE SUL NUOVO AUTOBUS ATAC



11 UOMO CHE SI GODE IL VIAGGIO
VO: "ATAAC SI STA IMPEGNANDO A RISOLLEVARE LA PROPRIA IMMAGINE. STIAMO LAVORANDO PER VOI PER RISTABILIRE UN SISTEMA METROFERROVIARIO STABILE."



12 CHIUSURA CON LOGO, CLAIM E HASHTAG DI CAMPAGNA.

EXTERIOR DAYTIME.

We are in Rome. The city is sunny, the temperature mild—a typical spring day. The atmosphere is lively and bustling with activity. We move to a Roman street, where we see a man in his 30s walking with a dejected expression. He arrives at a bus stop and comes to a halt.

VO: "Tired of arguing with buses that vanish like ghosts?"

CUT TO

His gaze shifts from right to left, searching for the bus. Moments later, he spots it and signals for it to stop. However, as he briefly glances away, he looks back, and the bus is gone.

The man stares desperately in the direction of the bus and exclaims:
"Not even a ghost disappears like that... Just like that, poof!"

CUT TO

We then move to a tram stop, where the man is waiting for a tram.

VO: "Have you tried dealing with the mysterious schedules of trams?"

CUT TO

He looks at the schedule board. At that moment, all the arrival times change to "Coming Soon." The man shows a mix of disapproval and resignation, gesturing with his arms—raising them, then dropping them suddenly—and exclaims:

"Coming soon... Yeah, right! More like, 'Don't hold your breath!'"

CUT TO

He walks away from the stop. A short while later, he stops in front of a wall covered in graffiti. Among the tags and scribbles, some Roman aphorisms stand out. He notices them and smiles faintly.

VO: "But we have an idea that will change everything!"

CUT TO

Curious, the man moves closer to the wall and says:
"Roman aphorisms... could they ever be...?"

CUT TO

Suddenly, the aphorisms come to life, and where there was once a wall, a road appears with an innovative and sustainable new ATAC vehicle.

The man approaches, boards the vehicle, and takes a seat. The new means of transportation is revealed to be comfortable and fast, taking him to his destination on time.

VO: "ATAC is committed to improving its image. We are working for you to reestablish a reliable metro-rail system."

CUT TO

The ATAC logo appears on a white limbo background, followed by the campaign claim and hashtag:
"Make your journey unique." and #AtacCati.

SOCIAL MEDIA & WEB GAMIFICATION

On Instagram, the social media communication mirrors the **copyheads** from the billboards, including versions in **foreign languages**. For the web, we have developed a dedicated section on the ATAC website where users can pass the time while waiting for a vehicle by playing a **mini-game**. In this game, they complete Roman aphorisms and sayings. Depending on their score, they will earn **various discounts and bonuses**.





ACADEMIC PROJECT

INTEGRATED ADVERTISING & BRAND RESTYLING - 2023

Archeoplastica

Archeoplastica is an **association** that has been **collecting plastic waste** from **Italian beaches** for years. A **redesign of the association's logo** was requested, along with the development of an **awareness campaign**.

Archeoplastica

LOGO RESTYLING

From an initial analysis, the current logo does not present any major issues that would require a complete redesign.

Strong points of the brand include the wave shape of the 'A' and the iconic 'P' transformed into an 'archeo-waste' symbol.

Archeoplastica

Archeoplastica

A **minor issue** was the **font** of the text, which appeared **slightly outdated** compared to the **current market** but was **effective** for the concept it conveyed.

For the **redesign**, the font was **replaced** with a similar but **more modern one**, and the wave under the logo was removed.

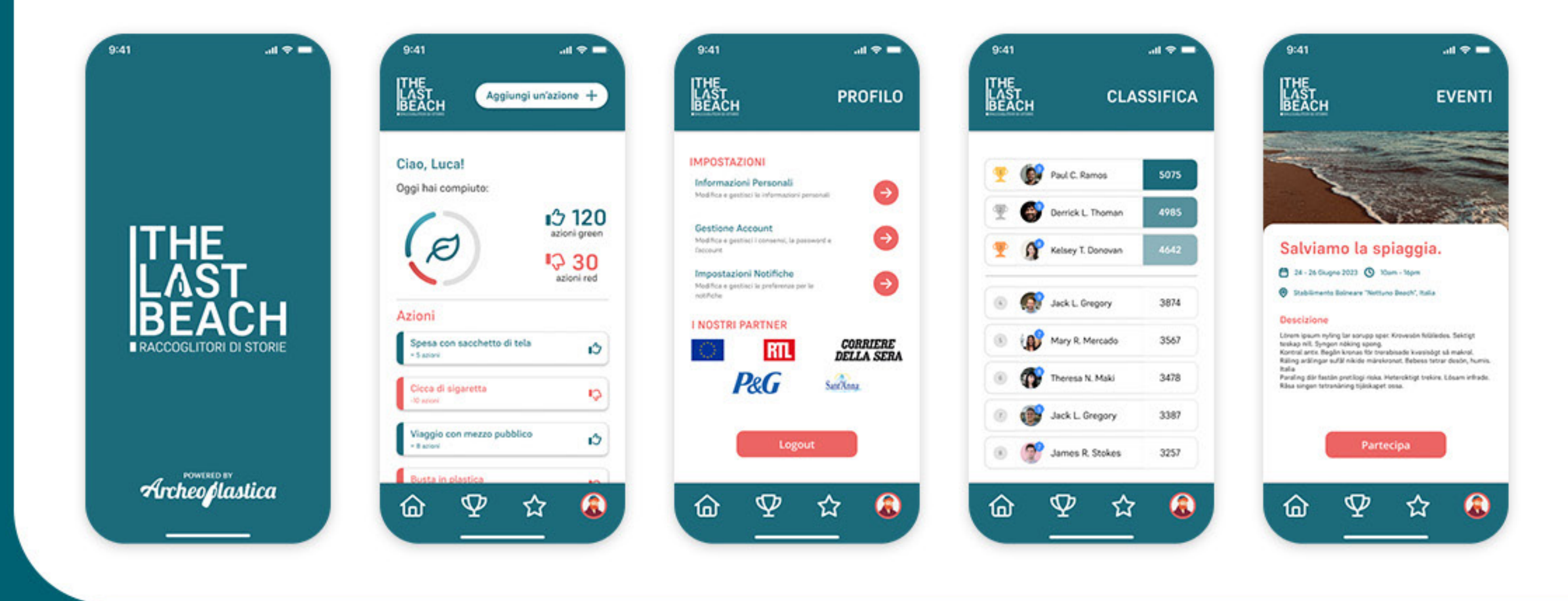
ATL CAMPAIGN LOGO

THE
LAST
BEACH
■ RACCOGLITORI DI STORIE

Once the logo was modernized, I moved on to create a campaign logo for the initiative **"The Last Beach: Raccoglitori di storie."** I also produced: Billboards, Gamification, Ambient Media and TV Commercials.

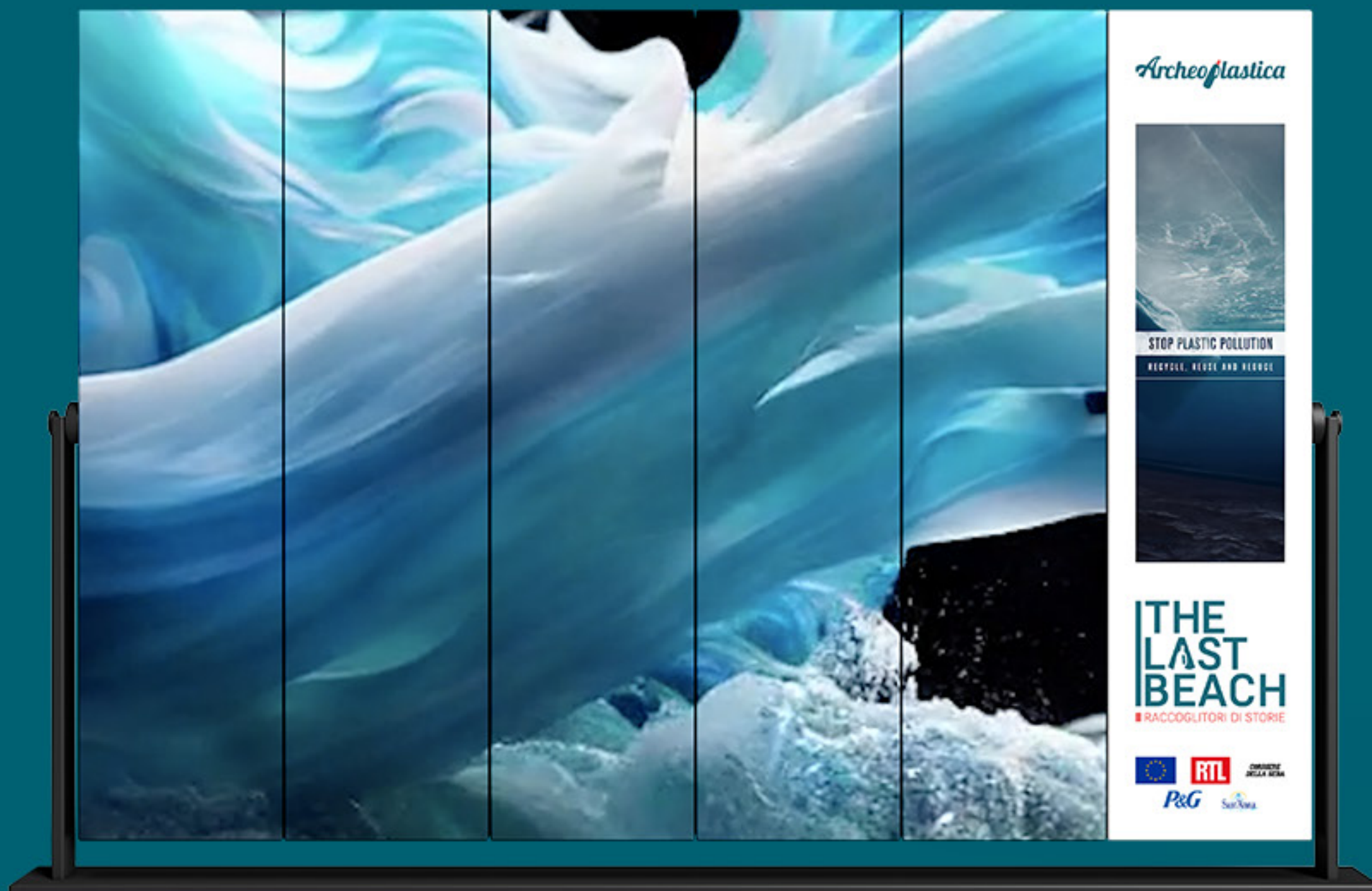
Archeoplastica

BILLBOARDS & GAMIFICATION



Archeoplastica

AMBIENT MEDIA & TV COMMERCIALS



SEE MORE



Ps

Ae

Pr

ACADEMIC PROJECT

PRODUCT ADVERTISING - 2023

* Developed in partnership with:

Giorgia Battisti, Simone Brunori, Gabriele Formiconi,
Silvia Pelliccione, Giorgia Renzi and Eleonora Sanna.



BURN

ENERGY DRINK

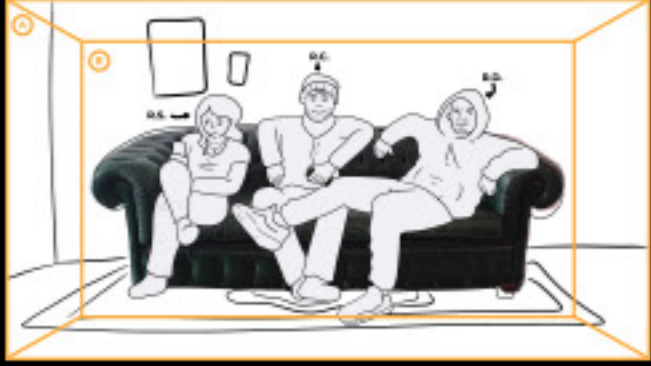
After completing the **storyboard** and shooting the scenes on set, we moved on to **video editing** and the creation of **special effects**. Personally, I contributed to the development of the **latter** and worked as an **assistant director**.

INSIGHT

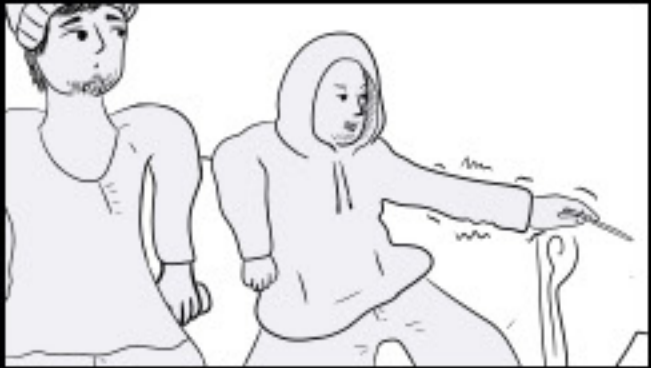
Daily life presents us with obstacles that slow us down, but the right energy can turn even the slowest moments into opportunities for movement and action.

CONCEPT

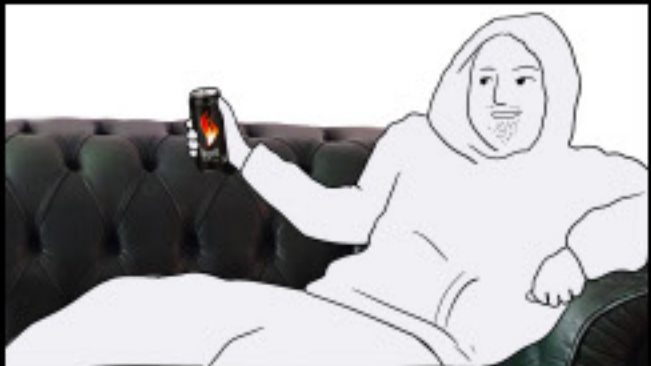
Don't let anything stop you.



1



4



7



10



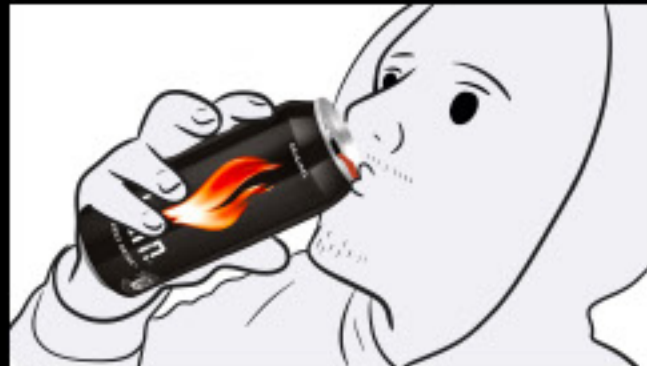
13



2



5



8



11



3



6



9



12

INTERIOR, DAYTIME.

We are inside a messy house.

Music: "SABBO - Trees in the Breeze"

A cloud of smoke gradually dissipates to reveal a scene with a group of three guys dressed in home clothes (sweatpants and pajamas). The guys are laughing in a goofy way, subtly implying they are marijuana users.

We see one of the guys lying on the couch, and we hear his stomach growling. He tries to reach for the last slice of pizza on the table in front of him but can't quite get it. He tries again with a chopstick but still fails.

SFX: Stomach growling.

At this point, the guy sitting in the center suggests trying a Burn.

R.C.: "Try this."

The shot transitions to a close-up of the product, after which R.D. grabs it and drinks it.

Music: Fade-out "Trees in the Breeze".

We see a close-up of R.D. as he drinks the *Burn*, and his pupils dilate.

Music: Fade-in "DMX - Party Up In Here"

A close-up of R.D. follows, showing him starting to move in a strange way, as if something is growing inside him.

VFX: Graphic effects emanate from R.D.

We see R.D. try to grab the slice of pizza again, this time using his extendable arm.

VFX: R.D.'s extendable arm.

Close-up on R.D.'s arm as he finally grabs the slice of pizza while the others watch, amazed. He brings it to his mouth to eat, and they all laugh at the situation.

Close-up of the product on the table with the claim overlaid: "Burn. Don't let anything stop you."



TV COMMERCIAL 30" STORYBOARD AND SCRIPT



TV COMMERCIAL 30"
LINK VIDEO

[SEE MORE](#)

NOTABLE PROJECT

The background is a dark, textured black. It is filled with numerous small, bright red dots scattered across the upper half. On the left and right sides, there are several thick, white diagonal lines that appear to be part of a larger geometric structure. Below the text, a complex white wireframe sphere is visible, composed of many intersecting lines that create a mesh-like pattern. The overall aesthetic is modern and technological.

Ps

Ae

Ai

Id

■

NOTABLE PROJECT

CONTEST - 2023



Mercedes-Benz

Mercedes-Benz Innovation Contest is an international project aimed at a select number of academies worldwide. I had the pleasure of participating alongside 7 other students, and we secured **third place**.

The brief for the contest was quite straightforward:
"Imagine what buying a Mercedes-Benz will be like in 2039."

Mercedes-Benz

Our response was a simple, direct, and emotional concept. After in-depth research, we focused on what could remain unchanged in the future. The answer was the strong emotional connection people feel when purchasing a luxury car like Mercedes-Benz.

[SEE MORE](#)

Why explain what you can feel.

Ps

Ai

Id

NOTABLE PROJECT

SPECIAL EDITION PACKAGING - 2023



sick luke

Design and creation of CD packaging for Sick Luke latest album: **X2**.

The concept is inspired by **Dr. Jekyll & Mr. Hyde**, as the producer himself describes himself as light and shadow.

The chosen style is **Dark Art Decó** with references to the mysticism of tarot cards.





NOTABLE PROJECT

PHOTOSHOP COMPOSITING - 2023

Oculus



Creation of a campaign for the **Oculus Headset**.

The project began with photoshoots in a studio, followed by the development of **interior environments** and the subsequent creation of **external scenarios**.

The primary technique used for development was **compositing**.







NOTABLE PROJECT

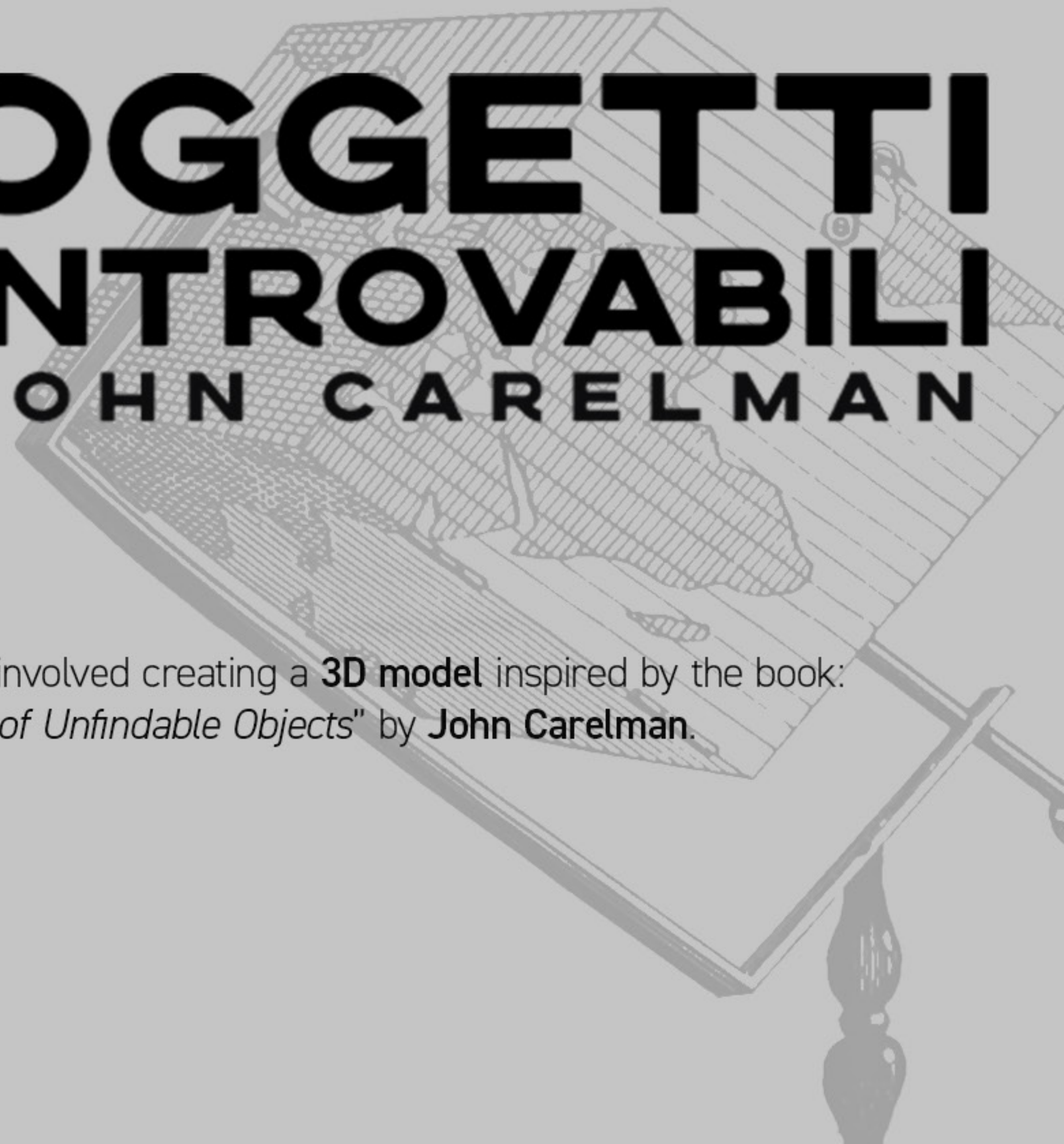
3D MANIPULATION - 2023

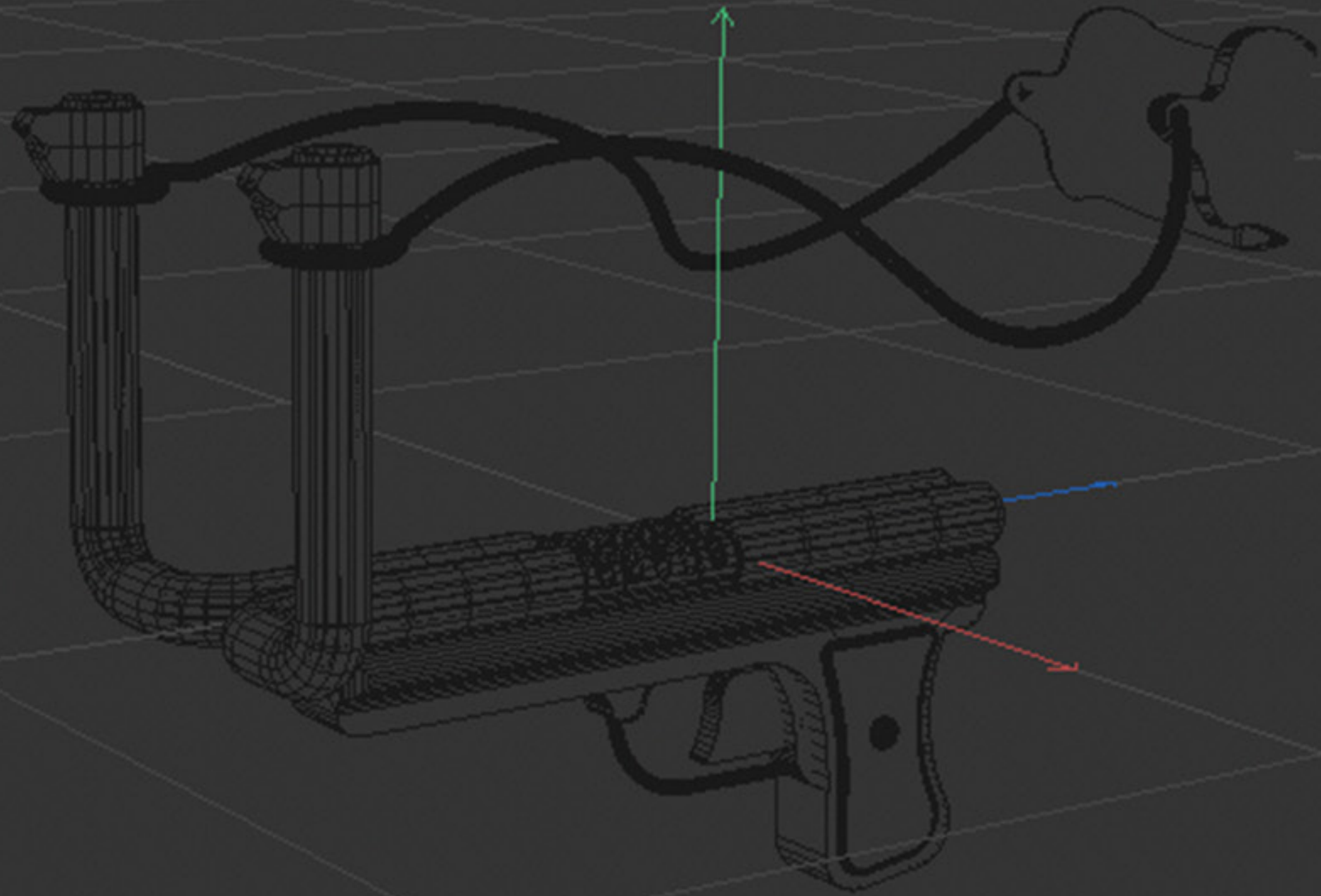


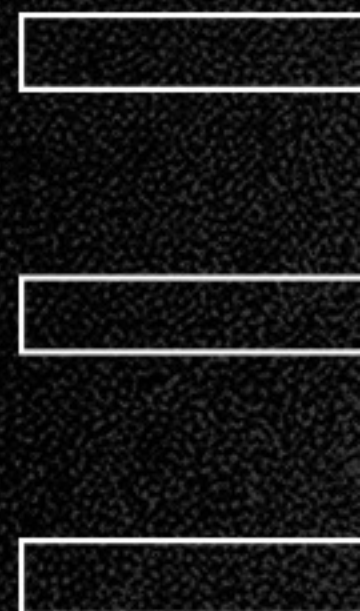
OGGETTI INTROVABILI

JOHN CARELMAN

The project involved creating a **3D model** inspired by the book:
"Catalogue of Unfindable Objects" by **John Carelman**.







GRÀZIE

luca.catrisano@icloud.com • (+39) 340 675 205 • @lucagraphicdesigner

