

# tommaso casarini

art director, designer.



Tommaso Casarini  
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## ABOUT

I'm a Designer+Art Director based in Turin.

I attended and completed, in February 2011, the Graphic Design & Art Direction course at NABA Nuova Accademia delle Belle Arti University in Milan.

Hungry of experience, I immediately started working for Canali&C. [Advertising Agency] (before in Milan and after in headquarters in Reggio Emilia) and then for Industree Group [Advertising Agency in Reggio Emilia, HQ], which gave me the experience i needed to give myself a challenge in a multinational advertising agency like Armando Testa SpA.

I love advertising, concepts and thinking critically.

### **I love what I do.**

I'm a chronic hunter of inspiration, a detail maniac, a Mac addicted.

# EXPERIENCE

## **Armando Testa SpA | Turin**

May 2016 - current

### **Art Director**

*I'm part of Creative Team chewing briefs, looking for concepts, sketching storyboards for film and commercials, drawing ADs layouts, taking part in photographic shooting, sharing coffees and listening to all of my 170+ colleagues.*

*Clients: Esselunga, Lavazza, Chiquita, Birra Moretti, Citterio, Barilla, Scholl Shoes.*

## **Industree Group | Reggio nell'Emilia**

Jan 2014 - Apr 2016

### **Art Director**

*AD campaigns, events, scripts/storyboard, corporate design to satisfy multinational companies needs. Projects were very heterogeneous, that's made me consulting with people with other competences, to never stop growing.*

*Clients: Maserati, Lamborghini, Unilever, Unipol, Panini, Nestlè, Vodafone, Fastweb.*

## **Canali&C. | Reggio nell'Emilia**

May 2012 - Jan 2014

### **Art Director**

*I took responsibility for communication projects, from idea to execution.*

*I designed, invented and realized visual, graphic and formal elements for campaigns, handling, images and the artistic direction of the elements needed to obtain a correct communication campaign, from paper to web.*

## **Bluedog | Milano**

2012

### **Graphic Designer & Art Director | freelance**

*Freelance collaboration on digital projects, including the realization of infographics for Suzuki Swift Lupin campaign, logo for My Pres@ project for Sorgenia.*

## **Cleis SpA | Milano**

Oct 2011 - Mar 2012

### **Graphic Designer & Art Director**

*Graphic design, web, audiovisuals.*

## **Prometheus Energia | Milano**

Oct 2011 - Mar 2012

### **Graphic Designer & Art Director**

*Design of the whole corporate identity. Starting from primary logo rough, I came to the drafting of the project, until mark's several applications with its rules, gadgets, B2B and B2C brochures, AD campaign.*

## **Paul Bakolo Ngoi | Writer**

2009

### **Graphic Designer & Art Director**

*Editorial project and illustrations for novel books "Una sorpresa per Babbo Natale" and "Un tiro in porta per lo stregone", Lokole d'Afrik Editions.*

## **Altreconomia | NABA University**

2009

### **Graphic Designer & Art Director**

*Creation of an advertising campaign to raise awareness of the tap water for "Imbrocciamola" project, signed by Altreconomia magazine. Winner AD, published.*

## **Pirelli | NABA Università**

2009

### **Graphic Designer & Art Director**

*Progettazione e realizzazione di due illustrazioni per l'allestimento dello stabilimento Pirelli di Bollate (MI).*

# FORMATION

## **NABA Nuova Accademia di Belle Arti | Milano**

2007 - 2011

### **1<sup>st</sup> level Academic Diploma in Graphic Design & Art Direction, 110/110**

*Graphic Design & Art Direction course deepened study subjects as design methodology, graphic design, digital drawing, illustration.*

## **Galileo Galilei Scientific lyceum | Voghera (PV)**

2002 - 2007

### **High School Diploma**

*Maths, science, physic, technical drawign.*

# COMPETENCES

## **Relational**

I relate to other people by nature, i give voice to other's ideas to be able to relate with them in a constructive way: collaboration and artistic contamination are the fuses to ignite creativity.

## **Organizational**

I am able to manage and assess time constraints, costs, feasibility, usability.  
I worked on projects whose deadline was yesterday, and sometimes on projects having time to think and this made me able to manage an essential resource: time.

# SKILLS



# CRAFT & ARTS

Freehand drawing, pencil, Pantone, china.  
Everything always begin from a sing on a piece of paper.

# AWARDS



Lavazza WE ARE WHAT WE LIVE  
**BRONZE EPICA AWARDS 2016**  
*Non Alcoholic Drinks Outdoor*

Agency (& City): Armando Testa Turin S.p.A.  
Executive Creative Director: Michele Mariani  
Creative Director: Andrea Lantelme  
Deputy Creative Director: Federico Bonenti  
Art Director: Tommaso Casarini  
Copywriter: Stefano Arrigoni  
Photographer: Denis Rouvre  
Title: "We are what we live - Woman"  
Product: Institutional  
Advertiser: Luigi Lavazza S.p.A.

# PUBLICATIONS



Cuori di Pezza - 2016  
**Gruppo Albatros Il Filo**  
Children's Novel

**AWARD**  
Internazionale "Michelangelo Buonarroti" Prize  
*II Edition*  
Children's Novel Section



#buildingcreativity

## Tommaso Casarini

*The undersigned is aware that, pursuant to art. 26 of Law 15/68, false statements, falsified acts and use of false acts are punishable under the Penal Code and special laws. In addition, it authorizes the treatment of personal data, as provided by Law 675/96 of 31 December 1996.*