

ART DIRECTOR & GRAPHIC DESIGNER

BIAGIO CAMPAGNUOLO

"To complicate is simple.
To simplify is complicated."

Contacs

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plagioportfolio.it

Skills

- Creativity and Problem Solving
- Full Adobe Suite Expert
- Ai Prompting Engineer
- Generative AI Asset Designer
- UX / UI Design
- Coding knowledge (Php, MySql)
- Teamwork and Mentorship

LENGAUGES

Italian - Native

English - C2

Japanese - A1

Curious by nature, creative by discipline.

As an Art Director with 10 years of experience shaping integrated campaigns and visual identities, I don't just design—I explore. Fueled by a relentless curiosity about human behavior and culture, I specialize in turning complex brand challenges into bold, arresting visual narratives that captivate audiences and drive real results, recognized with millions in campaign engagement.

EXPERIENCE

2019 - present

Art Director - VML (WPP Group)

Rome, Italy

- Creative owenrship of multiple brands; created multiple adv concepts and campaigns, both Digial, Tv's and Outdoors.
- Created lots fo Limited Edition Packaging for multiple European Brands; overseeing prints and developing prototype.
- Branding, Graphic Design and Integrated Campaigns (POS materials, Domination, Digital Plans, UX/UI).
- Work 1on1 with clients and strategy team, exploring uggestions and directives, resolving problems, developing creative concepts and final presentation decks.

2018 - 2019

Jr. Art Director - Marimo Brandlife Designers

Rome, Italy

- Creative owenrship of multiple international Food Brands; worked on logotypes, packaging designs and Tv spots.
- Directed photographers, illustrators and production stuff to ensure proper production of packaging and Outdoors campaingn.

2018 - 2018

Jr. Art Director - Auge Headquarters

Milan, Italy

- Creative concepts and Designs for multiple Italian Bands.
- Graphic design for integrated Digital Campaigns; worked on Packaging Limited Edition Designs.

2016 - 2018

Graphic Designer - PixLab Studio

Naples, Italy

- Graphic designer for local brands; creation of logotypes brandbooks and coordinated image.
- Worked on UX/UI designs for landing pages.
- Directed photographers in photoshoots for adv campagins.

EDUCATION

2018

Master Degree - Art Direction, PoliMilano

Milan, Italy

2015

Graphic Design and Communication, OpenArt

Naples, Italy