

Bio:

Paolo Giorno is an Effie Award-winning creative director and graphic designer with twenty plus years of experience in graphic design and communication.

Formally trained at the European Institute of Design in Milan, he has worked for top leading worldwide advertising agencies and international brands developing their key communication.

He works as a freelance art director and graphic designer, specializing in brand identity creation and applications across multiple disciplines. Ad campaigns, print catalogs and publications, corporate/brand videos, motion graphic, 3d visualizations, web design and photography.

Most of his work has been created for lux beauty brands, corporate, architectural, entertainment and fashion industry.

From concept to design to production for print, web and video.

Portfolio by industry:

BEAUTY

L'Oreal
Maybelline
P&G
Clairol
Estee Lauder
Clinique
Wella
LaPrairie
Laura Mercier
Make Up For Ever

ENTERTAINMENT

Microsoft XBOX
SIRIUS Satellite Radio
Family Friendly TV Award
2 Glam Studios Milan

FASHION

Modo sunglasses
Jager
7 Jeans
CD Greene
Smith American Workwear
Faraone Mennella
The Limited Brands
Madis Beachwear

FINANCIAL SERVICES

Wells Fargo
Master Card

FOOD & BEVERAGE

TGI Friday's
Carabba's
Wendy's Enterprises
Coca-Cola
Nescafe'
Antinori Wines
Bacardi Rum
Pina Bay
Daniela's Tuscany
Design & Food

HEALTH CARE

Johnson & Johnson
MS Society

INDUSTRIAL / MANUFACTURING

Black & Decker
New Power
Kohl's
Exxon Mobil
V'Soske
Moleskine

INFORMATION SERVICES

NYNEX
HFD Human Future Development

INSTITUTIONS / NON PROFIT

New York Race for the Cure
MS Society
The Names Project
1000 Voices

MEDIA & COMMUNICATIONS

McCann Erickson Worldgroup
Universal McCann

ARCHITECTURAL

Douglas Elliman
Core Development
The Sunshine Group
Costruzioni Riva

SPORTS & EVENTS

Manhattan Yacht Club
Columbus Quincentennial - NYC 1992
Beach Soccer - Miami 1998

TECHNOLOGY

Hyperion Software
UNIFI Communications
WIS Telecom

Professional qualifications:

2017 to present - Paolo Giorno Design

- Freelance Creative Services

2010 to 2017 - Cheshire Films Full Service Ad Agency

- Freelance Creative Director / Designer
 - Create and develop Ad campaigns, collateral materials and motion graphic
- Clients: Procter and Gamble Brands, Estee Lauder Brands, LaPrairie

2005 to 2010 New York - Gotham Inc. Ad Agency

- Art Director / Designer
- Maybelline New York cosmetics, for print, TV and pop

1996 to 2005 New York - McCann - Erickson Worldwide Ad Agency

- Art Director / Designer
 - Provide creative advertising design solutions that reflect current marketing and brand strategies
 - Extreme ability in layout design and image manipulation for print and interactive
 - Present internally and to the Client
 - Develop final approved concept to final product for each medium
- Clients: L'Oreal, Black & Decker, Bacardi Rum, Xbox, and new business

1993 to 1996 New York - De Plano Design, Inc. Advertising and Design Firm

- Graphic Designer
 - design of various print publications: Annual Reports, corporate identity, posters, catalogs and logos
 - Support development of pre-press production for print materials
 - Liaison between clients and suppliers
- Clients: Hyperion financial software, NYNEX, Jaguar, Bulova, Antinori Wines

1992 to 1993 New York - Young & Rubicam, New York, Ad Agency

- Junior art

Educations:

1993 Degree from "Fairleigh Dickinson University", Rutherford, NJ

1991 Degree from "The European Institute of Design", Milan

1988 Degree from "Liceo Artistico Statale", Milan