



Lorenzo Zenucchini

Graphic designer



EDUCATION AND TRAINING

Miami ad School Madrid – Master's Degree in Art Direction Advertising 09/2023 – 09/2024

AANT accademia del arte nuove tecnologie
graphic design – Rome 10/2019 – 07/2022

Inkor, Formación subvencionada Madrid
09/2024 – 10/2024

Complementary training course:

- Strategic marketing
- Social media and marketing 2.0 (COMM092PO)
- Inbound marketing (COMM101PO)



WORK AND PROFESSIONAL EXPERIENCE

Graphic designer freelancer
06/2022 – Today

- Development of graphic content for social networks, websites and banners.
- Creation of innovative logos based on new graphic trends.
- Collaboration with the creative team and project managers to ensure a shared outcome.
- Participation in brainstorming for the definition of design concepts and feedback analysis during strategic planning meetings.
- Conceptualization and creation of graphic illustrations.
- Collaboration with artistic and technical teams in the implementation of new animation software programs.
- Description of the layout process using retouching, image resizing, and software design.



INTEREST

- Kitchen
- Archery
- Photograph
- Freehand drawing
- Museums / Art Galleries
- Artistic painting

CONTACTS

📍 Madrid

☎ 693355801

✉ zenucchinilorenzo@gmail.com

WEBSITES, PORTFOLIOS, PROFILES

- www.linkedin.com/in/lorenzo-zenucchini/
- www.lorenzozenucchini.com

PROFESSIONAL PROFILE

Versatile individual capable of multitasking. Extensive experience in work environments that value commitment and teamwork. I am characterized by my dynamism, proactivity, and enthusiasm. I possess strong digital skills. I am seeking professional development.

CAPABILITIES AND COMPETENCES

- **Software:** Adobe Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Procreate, Canva, AI.
- **Design:** branding, UI/UX, editorial design, editorial layout, page layout
- **Multimedia:** video editing, 2D animation, photography, 3D
- **Marketing:** content creation for social media, visual strategy, project management
- **Softs skill:** teamwork, originality and creativity, professionalism and reliability adherence to deliverables

LANGUAGE

Italian : Mother tongue

Spanish C1

English B2