



FRANCESCA LUCIANO

I am a good design manager with a background in fashion design. My working experience combined with a great passion for traveling and discovering different cultures make me a versatile and open-minded professional, able to manage creative projects effectively.

ABOUT & CONTACT

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EDUCATION AND TRAINING

MA Design Management and Culture
UAL, University of the Arts of London (2016- 2017)

BA Fashion & Jewelry Design
Politecnico di Milano (2012- 2015)

Erasmus Project: Fashion & Graphic Design
UTL Lisboa (2013- 2014)

MODUAL Digital Workshop at UAL
Short course (2 weeks): Digital App proptotyping

LANGUAGES

Italian: Mother tongue
English: Fluent
French: Fluent
Spanish: Fluent
Portuguese: Fluent

PERSONAL SKILLS & COMPETENCES

Multitasking	Project Management
Open Minded	Marketing
Innovative	Branding
Organized	Adobe Indesign
Team Player	Adobe Muse
Negotiator	Adobe Photoshop
Problem Solver	Adobe Illustrator
Art Director	Windows Office

AWARDS NOMINATION

The Stack Awards 2017: Student Magazine of the year
'Terrible People: Project Manager and Founder

PROFESSIONAL EXPERIENCE

Les Artisans Founder Jan 2017-Currently
During my MA and after a fieldtrip in Senegal I developed 'Les Artisans': a new business model and a curated platform that promotes artisans selling their products online through system that encourages engagement between customer and artisans.

Assistant to Editor Jan 2016-Jul 2016
The Good Life: Business & Lifestyle magazine, Milan
-Ambassador for magazine launches developing loyalty with clients
-Marketing operations and promotional events organization
-Effective communication and negotiation with artists' press offices
-Development of dynamic and positive relationships with colleagues
-Management of suppliers
-Coordination of Italian/ French translations
-Editorial contribution for design and architecture sections

Assistant to Head of Communication Mar 2015-Sep 2015
Jil Sander PR office, Milan
-Proactive contribution in organizing campaigns and PR events
-Working with the Head to develop press review and mediaplanning
-Liasing with media and graphic departments for creative projects
-Using knowledge of the graphic design skills for adv material
-Communication and coordination with Japan for special projects

Sale Assistant Jul 2014-Aug 2014
Dice Kayek-Aleca at Galeries LaFayette, Paris
-Management of customers relationship leading to repeat business
-Organize merchandise and stock inventories
-Development of excellent relationships with clients
-Maintenance of highest retail standards within the store

Brand Ambassador & Promoter Sep 2014-Nov 2017
Arsenal Football Club, UEFA Champions League (UK)
MICAM, HOMI, UEFA Champions League (IT)
- Effective serving and advising clients leading to repeat business

Research & Personal Development Oct 1998-Currently
SENEGAL: 3 weeks fieldwork for MA major project (2017)
BRAZIL: 1 month to understand Brazilian cultural patterns (2016)
AUSTRALIA: 1 month trip alone as personal challenge (2015)
Other countries visited: Sweden, Thailand, Tanzania, Norway, Denmark, Russia, Greece, Croatia, Austria, Slovenia, Germany, Belgium, France, Spain, Portugal, Madeira, Marocco.