



Simone Lonardo.

Graphic Designer & Art Director

Rome, Italy · Open to relocation and remote work

01 CONTACT

PHONE

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EMAIL

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LINKEDIN

in/simone-lonardo

02 EDUCATION

BA in Graphic Design & Art Direction

NABA, Nuova Accademia di Belle Arti
2022 – 2025 · 110/110 (top grade)

Scientific High School Diploma

Liceo Vincenzo Cuoco · 2017 – 2022

03 SKILLS

Brand identity

Editorial design

Typography

Advertising

Motion graphics

Illustration

UX/UI design

Content strategy

04 SOFTWARE & AI

ADOBE

Illustrator · Photoshop · InDesign ·
After Effects · Premiere Pro

OTHER

Figma · Cinema 4D · TouchDesigner ·
WebStorm · Office

IMAGE & VIDEO GENERATION

Magnific · Kling · Seedance · Runway

AI ASSISTANTS

ChatGPT · Claude · Gemini

05 LANGUAGES

Italian Native

English B2+

Spanish B1

06 PROFILE

Graphic designer and art director with a BA in Graphic Design & Art Direction from NABA (110/110). At an agency I design complete brand identities and rebrands, print materials and static and animated social content, taking every project from concept to final artwork. I pay close attention to typography, grids and information hierarchy, and I use AI tools in visual research and in image and video production. I am looking for a role at a design studio or an in-house team where I can contribute consistently to identity and communication projects.

07 EXPERIENCE

Smmack Studio SRL

Rome, Italy
Sep 2025 – Present

Graphic Designer

- Design complete brand identities for new businesses and rebrands for existing ones, from concept to final artwork.
- Produce print materials: flyers, foam board panels, roll-up banners, letterheads, business cards, envelopes and merchandise.
- Create static and animated social media posts and stories, keeping them consistent with each client's identity.
- Use AI tools in visual research, concept development and image and video production.

NABA

Rome, Italy
Oct 2023 – Jul 2025

Library Services Assistant

- Part-time during my studies: cataloged books, magazines and theses, managed loans and kept the library system up to date.

08 WORKSHOPS & COURSES

AI Fluency

Anthropic Academy · 2026

Project Management for Creative Professionals

David Colangeli · 2024

Creating Worlds: Film, Games, VFX and Design

Prometeo LAB · 2024

Drawing on the Right Side of the Brain

Claudia Bartoli · 2023