

# OSCAR FRIZZI

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## Art director and Brand designer

### art direction + creative strategy + content production

Reliable, versatile and experienced Art Director blending aesthetic finesse with effective management. Award-winning production skills and a discerning eye for visual appeal define my career. Experience in organizing video and photo shoots, with some background in event production. Seasoned in collaborative project leadership, adeptly managing people, resources, and time. Passion for innovation, technology, and art fuels my work. Born amidst nature, I'm an avid lover of outdoor sports.

## Work experience

### **Cross-disciplinary Art Director Freelance.** 07/2023 - To date

- Visual branding, logo design, product design and creative strategy for SMEs.
- Art direction and design for **Al.ta Cucina**, a leading food-media-tech company with over 5.5 million food enthusiasts. Social media content, deck design, motion graphics, and packaging for clients like Garofalo, Galbani, Alpro, Zwilling and Saclà, ensuring cohesive visual identity and impactful creative solutions.
- Directed 2 editorial films ("Montagne Rock, the movie" and "A la recherche du orgue perdu").

### **Junior Art Director at Dude.** Milan, 08/2021 - 07/2023

In the creative team, developing dozens of campaigns for different clients (such as Netflix, eBay, Gorillas, Eolo, GranPavesi, Natural Trainer) on different ATL and BTL media, to advertise new products, services, events, experiences.

- Won 6 international creativity awards, including proactive projects.
- Designed and directed 4 photo shoots, which became new benchmarks for the client.
- Graphic design of original pieces, across all platforms, including infographics, event set-ups, logos, editorial magazines, high-quality presentations of creative work and mood boards for internal and external use.

### **Junior Art Director at Thrive Empowered Minds.** Milan, 09/2020 - 08/2021

Responsible for communication and creativity of this student-led social impact driven consulting company founded during the Covid19 pandemic to provide concrete support to start-ups and SMEs.

- Head of social media content and digital strategy.

### **Photographer, Videomaker and Graphic Designer Freelance.** Italy, 2014 - 08/2021

Directed and produced small commercials. Assistant photographer, runner and clapper boy, on small and medium sized sets. Directed short films, photographed weddings and events for Buzin Media Agency.

- Relevant productions I have worked in: "Gaffeman" for Italian SNL on TV8 (with Il Terzo Segreto di Satira), "Versace Empire Bag" (with Prest5 Video), "4 seasons" commercials for Chalet Fogajard written and directed by me.

# Internships

**Graphic designer at Archimede Creativa.** Trento, Italy, Summer 2015  
Photo and video content creation, graphic and web design for the agency and for clients.

**Researcher and Video Editor at Comune di Ragoli.** Tre Ville, Italy, Summer 2014  
Wrote and published documents about history of the small village of Ragoli. Directed and filmed interviews with the elders of the village, available on their 'Mnemosine' site.

# Education

**IED, European Design Insitute.** Milan, 2018 - 2021  
Bachelor's degree in Communication Design, major in Art Direction.  
Final grade: 110/110 with a GPA of 29,5/30. Scholarship - Aldo Galli Foundation (merit).

**Bocconi University.** Milan, 2016 - 2018  
Bachelor's degree in Economics and Management for Arts, Culture and Communication.  
Transferred with a GPA of 26,8/30. Scholarship Pasquinelli Foundation (merit), supported a student with awareness to social solidarity, with interests in the fields of culture and visual arts.

**Istituto di Istruzione Don Lorenzo Guetti.** Tione di Trento, 2011 - 2016  
High school diploma in Liceo Scientifico Scienze Applicate. Final grade: 100/100.  
Student School Representative. President of the Education Commission in the Provincial Council of Students of the Autonomous Province of Trento.

# Pro skills

Expert knowledge of Adobe suite: **Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom.** Professional knowledge of video editing and colour grading on **DaVinci Resolve, Adobe Premiere, Media Encoder, Final Cut Pro X.** Excellent mastery of Microsoft Office, especially Excel, and Google Suite. Outstanding **organizational, multitasking, and problem-solving** abilities. Good command of business tools such as Slack, Notion, Monday. Professionally skilled in photography and photo retouching, this expertise has enriched me with great meticulousness and aesthetic taste.

# Community activities

**Festival Manager and Creative Director at Montagne Rock Festival.** 2019 - To date  
Managing a team of 20 people involved in set-up, music services, food and beverage distribution. Liaising with music managers and suppliers. Cost control and business plan.  
● Increased takings by 270% in three editions of the festival. Creatively conceived, designed, filmed, photographed the communication for each edition.

**Creative Director at Gnabon.** Tione di Trento, 2021 - 2022.  
Head of Creative Strategy and communication of Gnabon - Sfide Giovani per la Busa di Tione, an incubator and financier of youth projects in Trentino, Italy.

**General Manager at BocconiTV.** Milan, 2016 - 2018.  
In charge of TV schedule, marketing plan, relations with institutions for the official WebTV of Bocconi University. For two and a half years: reporter, journalist, author and video editor.  
● Official Reporter at the 67th Sanremo Festival and at the 74th Venice Film Festival.

# Awards

**Gold award**, in "Best new concept and Innovation" at Promax Awards (Sep 2022)  
**Silver award**, in "Television/Series: Innovation" at CLIO Entertainment Awards (Nov 2022)  
**Silver award**, in "Events" at EPICA Awards (Dec 2022)  
**Silver award**, in "Experiential Branded Spaces" at ADCI Awards (Nov 2022)  
**Bronze award**, in "Mass action Mass result" at ADCI Awards (Nov 2022)  
**Bronze award**, in "Television/Series: Social Media" at CLIO Entertainment Awards (Nov 2022)

# Languages

**Italian**, native language.  
**English**, full professional proficiency (speaking, reading, writing).  
**German**, elementary proficiency with 5+ years of studying at school.