



Hey, I'm Valerio.

Graduated with top marks in Interior Design (2021) and Communication Design (2023) at Politecnico di Milano, I currently work as a Communication Content & Strategy Designer at Seraplastic, a well-established company with over 60 years of experience in indoor and outdoor solar shading systems.

In my work, I believe that creativity must always be grounded in reality. That's why feasibility analysis is the starting point of every project I take on. Ideas truly work only when they can be turned into concrete and effective solutions. I would describe myself as a creative yet pragmatic person: I enjoy thinking outside the box, but never lose sight of the goals. I'm curious, proactive, and detail-oriented, with a strong passion for design, photography, motors, and modern art. Thanks to my education at Politecnico, I've learned how to manage complex projects even under pressure, always focusing on careful organization and clear, effective communication.

Visual Communication Designer
Milan, Italy

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Contacts
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Education

- > September 2021 – July 2023
Politecnico di Milano
Master's Degree in Communication Design
Final grade: 110/110
- > September 2018 – July 2021
Politecnico di Milano
Bachelor's Degree in Interior Design
Final grade: 110/110
- > September 2013 – July 2018
Istituto Paritario Maddalena di Canossa – Monza
Scientific High School – Applied Sciences track
Final grade: 84/100

Working experiences

- > Seraplastic
Communication Content and Strategy Designer
March 2024 - present
Company with over 60 years of experience in designing thermal insulation, shading, blackout, and filtering systems for windows, suitable for both indoor and outdoor spaces. Full management of corporate communication through an integrated and cross-functional approach.

Development of the responsive websites seraplastic.it and serbloc.it, including selection of visual content, UX/UI architecture, copywriting, and definition of graphic and photographic choices. Management of social media channels (copywriting and visual content creation), design and drafting of editorial and graphic materials for internal use, writing articles for the News section of the website.

Development of the coordinated brand image for Serbloc and Citea Outdoor (fonts, color palettes, logotype, pictogram, brand identity applications). Photo and video documentation of corporate events, trade fairs, and construction sites using personal equipment (camera and drone).

- > Valore D
Graphic Designer
October 2023 - March 2024

Non-profit organization active since 2009 in promoting more inclusive work environments that embrace all forms of diversity. With a network of over 370 member companies, it is a key point of reference for D&I topics in Italy. I contributed to the design and production of communication materials supporting the Business Communication, Public Affairs, and Academy teams, as well as the photographic documentation of corporate events.

Languages

Italian – Native

English – Excellent written and spoken skills
TOEIC Certification: 950/990

Software

Adobe Suite
Illustrator
InDesign
Lightroom
Photoshop
Premiere Pro

Figma
Meta Business Suite
Microsoft Office Suite

Wordpress + Elementor
Joomla + YooTheme

AutoCAD

To access my personal portfolio and download the .pdf version, please click the link below

www.valeriocaglio.it