



Hey, I'm Valerio.

Communication Content & Strategy Designer with an interdisciplinary background in Interior Design (2021) and Communication Design (2023) from Politecnico di Milano. I work at the intersection of strategy, content and visual design, developing structured and goal-oriented communication systems.

I am currently working at Seraplastic, a historic company with over 60 years of experience in the solar shading sector, where I cover a cross-functional role within the communication area. I manage complex, multi-channel communication projects involving branding, digital content, editorial materials, web and visual communication, coordinating multiple touchpoints in parallel and working closely with internal teams and external partners. My role spans the entire communication process, from strategic analysis and positioning to content development and operational execution. I design coherent and scalable communication systems, with a strong focus on organization, prioritization and message clarity. My polytechnic education has provided me with a solid design methodology and strong skills in managing complex projects, even in high-pressure environments. I combine a creative mindset with a pragmatic, problem-solving approach, balancing strategic thinking with hands-on execution.

Visual Communication Designer

Milan, Italy

Linkedin [Valerio Caglio](#)
Instagram [@valeriocaglio](#)

Contacts

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> Education

September 2021 – July 2023

Politecnico di Milano

Master's Degree in Communication Design

Final grade: 110/110

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September 2018 – July 2021

Politecnico di Milano

Bachelor's Degree in Interior Design

Final grade: 110/110

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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