



Hey! I'm Valerio Caglio

Graphic & Visual Communication Designer

Graphic & Visual Communication Designer with a background in Communication Design (2023) and Interior Design (2021) at the Politecnico di Milano. I work on the planning and management of communication in structured contexts, combining strategy, content, and design with a goal-oriented approach focused on consistency and implementability.

I currently work at Seraplastic, where I have a cross-functional role across the entire communication area. I manage complex, multi-channel projects involving branding, digital content, editorial materials, web, and visual communication, coordinating multiple touchpoints in parallel and collaborating with both internal and external stakeholders. In my role, I oversee the entire communication process: from defining positioning, to designing all visual assets, through to operational implementation and channel coordination. I focus on building coherent and scalable communication systems, with particular attention to organization and prioritization, supported by strong project management skills, even in high-pressure environments.

Contacts

Milan, Italy

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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

Softwares

Adobe Suite	
Illustrator	=====
InDesign	=====
Lightroom	=====
Photoshop	=====
Premiere Pro	=====
Figma	=====
Meta Business Suite	=====
Microsoft Office Suite	=====
Wordpress + Elementor	=====
Joomla + YooTheme	=====
AutoCAD	=====

Languages

Italian – Native

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

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](#), and the [citea.it/pergole](#) landing page 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.
- > **POLI.Design - Art Direction & Copywriting Master**
Personal assistant of the Art Director
September 2023 - October 2023
- > **MV Comunicazione**
Project Assistant
October 2022 - 2023

Click and visit my personal portfolio website
www.valeriocaglio.it

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Italian Portfolio

Click and download
English Portfolio