

# FRANCESCA LO CASCIO

## CREATIVE DIRECTOR



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flocdesign



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**From design concept to completion, I create spaces and shape experiences.**

I'm a senior designer with more than 15 years of experience in designing brands in all forms: visual identity, pop-up installations, PR activation or full retail and hospitality interior fit-outs.

My expertise also extends to brand identity and development, acting as a brand guardian across both online and offline platforms.

My clients range from global mega-brands like Louis Vuitton, Cartier, Unilever, Armani, L'Oréal, Dior to disruptive start-ups and small businesses.

### EXPERTISE

Concept & Trend forecasting  
Brand & Experience strategy  
Brand Identity / Graphic & Web Design  
Retail and hospitality design  
Event/Exhibition design  
Bespoke furniture design

### KEY SKILLS

Creative Problem Solving  
Proactive Listening and Communication

### LANGUAGES

Italian	Fluent
English	Fluent
French	Fluent
Spanish	Fluent

### WORK EXPERIENCES

#### Founder & Senior Creative Director

*FLOCDESIGN, Paris/Boston*

2006 - Present

- Develop creative and effective interior design and branding concepts, from ideation through final projects.
- Worked closely with the client's team to brainstorm creative concepts and generate frameworks necessary to obtain high-end design.
- Trend Forecasting for new and established brand.
- Event design, Pop-up store and PR activation for international brands like Louis Vuitton, Cartier, Unilever, Armani, L'Oréal, Nespresso, YSL.

#### Senior Event & Retail Designer

*TBWA\Auditoire, Paris, France*

2008 - 2010

- Design of luxury commercial events, product launch events, luxury showroom for French brands like: Louis Vuitton, Orange, SNCF, Renault, Citroën, Peugeot, Cartier, Moët Hennessy.

#### Trend Forecasting Freelance Consulting

*Brand Union, Paris, France*

2007 - 2008

- Development of the trend forecasting book "Blue Sky" and the project "trendVstrend"

#### Graphic Designer

*Shiodomeitalia, Tokyo, Japan*

2007

- Creation of the new corporate identity of the "Shiodome Creative Centre"
- Exhibition design for the Shiodome Museum
- Design of Shiodome Creative Center Communication

#### Graphic and Web designer

*LDB Architecture, Milan, Italy*

2006

- Design of the company website
- Design of architectural project presentations

## SOFTWARE

### 3D Design:

Cinema 4D + Corona Render

### 2D CAD:

Draftsight

### Graphic & Photography:

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe LightRoom

### Webdesign:

Squarespace

CSS

### Other:

Microsoft Excel

Microsoft Powerpoint

Keynote

## EXHIBITION

2011

### Milano design week

Milan (Italy)

Showroom Molteni,  
project "Zeze" - lighting

2007

### Gallery of the Museo Diocesano

Padova (Italy)

Photographic exhibition  
"L'amore che ho per te"

2005

### Salon International Interfilier

Paris (France)

for the company Eurojersey S.p.a.  
project "Spotty Bag"

2004

### Milano design week

Milan (Italy)

Expo Studio di Design 2004,  
project "TakeCare"

2003

### Milano design week

Milan (Italy)

Expo Shit Design 2004,  
project "Memory Snail"

*"Working on a space design project is my greatest delight because space is where all of the human senses are directly stimulated."*

### Graphic and Web designer (Internship)

CEMER, Cordoba, Spain

2006

- Design of the new corporate identity of the center
- Publication of research and articles for the partner companies

### Fashion & Product Designer (Internship)

Mantero Seta, Como, Italy

2005

- Trend forecasting for fashion and furniture markets.
- Concept, design and development of new products for the Concept Store "La Tessitura"
- Prototype development

## EDUCATION

### POST GRADUATE TRAINING - Interior Design

#### Temporary Space & Exhibition Design

Politecnico di Milano

2010

Educational goals:

- Professional post-graduate training for architects and designers focus on the design of innovative temporary spaces and shops.

### POST GRADUATE DEGREE - Communication

Ateneo e Impresa SPA

2006-2007

Educational goals:

- Strategic and operating marketing
- Communication tools in National and Oriental Markets

### POST GRADUATE DEGREE - Management

Alta Scuola Politecnica

2004-2007

Educational goals:

- Problem setting in complex systems
- Decision making
- The dynamics of creativity
- Management of innovation processes
- Acquisition of the value of innovation

### MASTER'S DEGREE - Ecosustainable product design

Politecnico di Torino

2004-2006

Educational goals:

- Ecological and environmental problem setting
- Technological innovation
- Products eco-compatibility
- Environmental protection

### MASTER'S DEGREE - Industrial design

Politecnico di Milano

2004-2006

Educational goals:

- Strategic Designs
- Market placement of product and service
- Trend forecasting

### BACHELOR'S DEGREE - Industrial design

Politecnico di Milano

2001-2004