



# Claudio

## La Ragione

Battipaglia (SA) - 18.07.1989

Based in Milan

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### Training

Graphic Design & Art Direction  
NABA Milano  
Set 2009 - Feb 2013  
107/110

### Software

Photoshop, Illustrator, InDesign,  
After Effects, Premiere Pro, Dreamweaver,  
Power Point, Keynote.

### Skills

Advertising, Creative, Graphic Design,  
Digital, Social, HTML, CSS, Video Editing,  
Motion Graphic Design, Videomaking.

### Awards

Cannes Lions 2023 - Shortlist Print  
Golden Drum 2023 - Bronze  
ThePRize 2023 - Gold  
ADCI Awards 2023 - 2x Bronze  
Young Lions Italy 2021 - Silver, Cyber  
ADCI Awards 2020 - Bronze, Film  
ADCI Awards 2018 - Bronze, Direct  
Young Lions Italy 2017 - Shortlist, Cyber  
ADCI Awards 2017 - Bronze, Branded Content  
ADCI Awards 2017 - Shortlist, Branded Content

### Experience

#### Associate Creative Director LePub - Publicis Italy

Dec 2023 - Now

#### Associate Creative Director Havas Milan

Dec 2018 - Dec 2023

Ferrero, Lamborghini, Peugeot, Seven-Invicta,  
Stella Artois, Sole24ORE, Treccani,  
Gruppo Cassa Centrale, Ducati, Q8.

#### Senior Creative Art Director Acne Milan

Mar 2018 - Dec 2018

Intesa San Paolo, lol.travel, Leroy Merlin.

#### Creative Art Director M&C Saatchi Milano

Nov 2015 - Mar 2018

Sky, BMW, Buddybank, Mini,  
ING Direct, E.On Energia, Piaggio,  
UniCredit.

#### Digital Art Director Kiwi

Set 2013 - Ott 2015

Adidas, AXA, Havana Club, San Miguel,  
SKYY, Whirlpool.