RAGNO
GIANLUCA

DESIGNER & CREATIVE

Creativity isn't a job for me, it's how I see things. I turn what doesn't exist yet into something visual, that moment when nothing becomes something is the part I love most.



CONTACT

Amsterdam, NL · +31 6 3035 8305
ragnogianluca01@gmail.com
gianlucaragnodesign.com
linkedin.com/in/gianluca-ragno
behance.net/gianlucaragno
@j_ragno.design
cal.com/gianlucaragno

SKILLS

DESIGN
Brand identity & logo
Typography & layout
Campaign & social content
Motion graphics
UX & UI design
Web design & build (WordPress, code, Claude)
Photo retouching
Photography & aesthetics

AI & SYSTEMS
AI image & video (Kling, Seedance)
AI voice & music (ElevenLabs)
Video editing
Workflows with Claude
Brand guidelines
E-commerce (Shopify)

TEAM
Leading 100+ people
Training
Project organisation
Client briefs

TOOLS
Illustrator · Photoshop · After Effects · Figma · HTML/CSS

EDUCATION

ILAS — Institute of Communication, Naples
Graphic Design 110/110 · Web Design 105/110
2021 – 2022

LANGUAGES
Italian (native) · English (professional)

SELECTED DESIGN WORK

Sonderclub
OWN STREETWEAR BRAND · 2026 – PRESENT

Founder and designer, end to end: brand identity, logo, product, content and the Shopify store. Drop 01 is a limited run of 101 pieces. sonderclub.store

Erwin Fight
INSTAGRAM CAMPAIGN · 2025

Concept-to-asset launch campaign (carousel + stories) bringing a fight-apparel customization service to the Dutch market: concept, layout and product mockups.

LDA × Sony Music Italy
VISUAL IDENTITY · 2022 – 2024

Built and ran the artist's visual identity: single covers including the Sanremo debut "Se poi domani", official tour merchandise, and the trademarked LDA logo, in collaboration with Sony Music Italy.

Bidoo
SOCIAL CONTENT · 2022

Content, animations and banners for a UK online-auction platform; lifted engagement on Instagram and Facebook.

Akida Movin' Brands
AGENCY GRAPHIC DESIGNER · 2022

Logos and packaging for client branding campaigns.

EXPERIENCE

Freelance Graphic & Web Designer
FREELANCE · 2021 – PRESENT

Brand identity, campaigns and brand-led websites built to launch fast, in WordPress or with my own Claude workflow. Recent client: caiazzafrancesco.com.

Pizza Beppe — Amsterdam
AREA MANAGER · 2026 – PRESENT · WITH THE COMPANY SINCE 2022

Oversee 9 locations and 100+ people; I own brand and visual consistency across venues, training material and internal communication.