

# Ezio Falconi

## *Director of Visual Operations & Brand Identity*

Rimini – Forlì, Italy

[hello@eziofalconi.it](mailto:hello@eziofalconi.it) | +39 347 456 1017 | eziofalconi.it

LinkedIn: Ezio Falconi

---

## Professional Summary

Creative operations and brand governance leader with 10+ years of experience in complex, high-volume visual environments. Core competencies — pipeline architecture, brand governance, cross-market stakeholder management, and visual operations — are sector-agnostic and have been applied across global distribution models. Direct experience bridging Italian creative production with US and China market teams, with full ownership of brand visual identity across all touchpoints.

Background in Industrial Design and Mechanical Engineering — with applied experience in fashion, product, and digital — provides a strong foundation for translating complex product narratives into high-impact visual storytelling across industries including consumer goods, tech, wellness, and more. Consistently delivered 30–50% productivity gains through workflow architecture, DAM integration, AI-assisted process design, and vendor optimisation, while maintaining flat operating costs.

---

## Professional Experience

### P448 S.R.L.

#### *Senior Graphic Design Manager → Director of Visual Operations*

2018 – Present

*Following acquisition by a US holding company, led the transformation of the creative function into a globally integrated operation — strategic bridge between Italian production and US marketing leadership.*

- **Visual Operations & Scalability:** Seasonal management of 200–250 core SKUs (+50 capsule), coordinating 8–12 images per SKU across 5 distribution streams. Increased asset output per SKU by 30% while keeping operating costs flat.
- **Marketplace & Digital Visual Strategy:** Full ownership of product photography workflows, digital asset creation, and visual compliance for e-commerce and wholesale platforms (Zalando, key US retailers). Built and enforced quality standards across all digital channels.
- **Brand Identity Governance:** Full responsibility for visual identity integrity and evolution across all global touchpoints — ensuring aesthetic consistency from campaign through to point-of-sale and digital shelf.
- **China Market & International Retail:** Produced 30+ multimedia assets per season for the Chinese market. Project-led design of 5–6 retail/event installations per season (pop-ups, brand activations) across EMEA, China, and US.
- **Workflow Architecture & DAM Integration:** Designed and implemented transition from manual workflows to a centralised DAM platform, eliminating bottlenecks and improving global asset accessibility across time zones.
- **AI-Driven Asset Management & Automation:** Designed and built a self-serve, AI-assisted internal DAM solution (Claude, Notion) to automate product image search, tagging, and cross-team retrieval — reducing time-to-asset for sales, e-commerce, and marketing requests and cutting manual coordination overhead.

- **Creative Direction:** Technical direction for on-site and studio photo/video shoots. Defined pre-production content packages ensuring 100% cross-channel coverage from a single shoot.
- **Cross-Functional Leadership:** Primary creative contact for Global Marketing, E-commerce, Finance, and Production — bridging Italy and US offices across conflicting time zones and operational models.
- **Vendor & Budget Management:** Independent management of external suppliers and photography budgets, ensuring cost efficiency and strict time-to-market adherence.

## SHOE® / FREE S.R.L.

### *Senior Graphic Designer*

2018 – 2021

*Partner brand of P448 prior to post-acquisition corporate split. Scope broadly mirrored P448 responsibilities at senior designer level — selected highlights below.*

- **Digital & Social Content:** Led visual content production for digital channels — website, e-commerce, and social media — managing asset creation from concept through to publication across all platforms.
- **Catalog Production & Efficiency:** End-to-end creation of 4 seasonal catalogs (Men, Women, Kids, Accessories) covering ~200 products per category. Halved production and distribution times while reducing team effort by 50%.
- **Brand & Editorial:** Managed visual identity consistency, campaign assets, and print production — from creative phase through to technical print management and distribution.

## ZERO3STUDIO S.R.L

### *Co-Founder & Creative Director*

2013 – 2018

Founded and led an independent creative studio — overseeing brand strategy, digital production (Shopify / WordPress), editorial design, and client relations for a diverse portfolio.

## BENETTON GROUP

### *Graphic Design Intern*

2013

Contributed to a major rebranding initiative and supported the editorial team in product catalog production.

## Technogym

### *Workshop · UX Interaction Design*

2014

*Collaborative design project in partnership with IUAV University — "Esperienze di Interazione in Movimento".*

Developed new multitouch interaction models for Technogym treadmills, working directly alongside the internal product and UX team.

---

## Skills & Tools

### *Creative & Design*

Adobe Creative Suite (Expert) | Figma | Sketch |  
Blender / CGI

### *Video & Motion*

After Effects | Premiere | DaVinci Resolve | Final Cut

### *Digital & E-commerce*

DAM Systems | Shopify | WordPress/WooCommerce  
| NuOrder (B2B) | UI/UX Principles

### *Operations*

Notion | Slack | Google Workspace | Asana

### *Languages*

Italian (Native) | English (Professional Working  
Proficiency)

### *AI & Automation*

Claude (Cowork, Projects) | Google Gemini | AI-assisted  
DAM & workflow design

### *Markets*

Italy | EMEA | United States | China

---

## Education

### *Bachelor's in Industrial Design & Visual Communication*

IUAV University – San Marino | 2013

### *Diploma in Mechanical Expertise (Perito Meccanico)*

ITIS M. Curie, Savignano sul Rubicone | 2008

---

*Portfolio: [eziofalconi.it](https://eziofalconi.it) · References available on request*

*Autorizzo il trattamento dei miei dati personali presenti nel CV ai sensi dell'art. 13 del D.Lgs. 196/2003 e dell'art. 13 del Regolamento UE n. 2016/679 relativo alla protezione delle persone fisiche con riguardo al trattamento dei dati personali.*