



Luca Cagnassi

Digital Art Director & Senior Product Designer

Creative Digital Art Director with 20+ years of experience in fashion, graphics, web, and e-commerce. Expert in UX/UI design, brand identity, and multi-channel campaigns. Passionate about evolving trends, delivering visually striking content, and mentoring new talent. Skilled at bridging design, technology, and strategy for global brands.



English (fluent)



Swedish (moderate)



Italian (native)

Where to find me:



[e-mail](#)



[website](#)



[linkedin](#)



[Figma](#)



[link](#)



Stockholm, Rome

Capabilities

Design & Prototyping Figma, Sketch, Framer, Adobe XD, InVision

Images & Concepts Adobe Photoshop, Illustrator, Indesign

Moving Images Adobe After Effects, Premiere

Collaboration & Presentations Google Slides, Figma Slides, Keynote, Miro, Figjam

UX Research Maze, Useberry

Platform & CMS Adobe Commerce, Shopify, Wordpress Woo

Frameworks Tailwind, Storefront, React, Bootstrap

Coding Sublime, Visual Studio, HTML5, CSS3, JS, PHP

AI Midjounrey, ChatGPT, Lockte, Figma, Firefly

Experiences



To8gal

2000 - Present

Digital Art Director, Product Designer

- Art direction
- Creative Direction
- Production
- UX research
- Brand identity
- E-commerce Design
- Hi-level concept Website



Vaimo

2022 – 2025

Senior Product Designer, Art Director

- Prototyping
- Design systems, style guides, user journeys
- Presentation, brainstorming, workshops
- Ux research, interviews, data analysis, best practices and guidelines
- Clients: Lyse, Telenet, Volvo, Carhartt, Vlisco, Björn Axén, Bauhaus, Lantmännen, Atlas Copco.
- Countries: Uk, Belgium, Finland, Sweden, Norway, Germany, United Emirates, South Africa



Caliroots / Footway AB

2021 – 2022

Senior Product Designer, Art Director, Content Creation

- Helped redefine brand identity post-acquisition for luxury streetwear e-commerce.
- Designed and directed UI standards, digital campaigns, newsletters, social media.
- Managed creative professionals; hands-on in photo & video production.



5preview

2012 – 2020

Senior Product Designer, Art Director, Content Creation

- Led creative direction, content strategy, web design, social media.
- Produced shoots, lookbooks, catalogues, integrated new tech.



Polipobag

2009 – 2012

Founder, Designer, Producer

- Founded brand of artisanal messenger bags with D-I-Y craftsmanship model.



The Sixty Group (Energie, Miss Sixty)

2006 – 2008

Art Director, Graphic & Print Designer

- Created graphics and prints for clothing collections, researched global trends.



Catbalou Group

2003 – 2006

Art Director, Graphic & Print Designer

- Managed design teams, product research, technical drawings, and production

Teaching Experience



Forsbergs School of Communication

2021-2022

Lecturer in Digital Design, UI, Figma.



Change Maker Education

2019-2022

Web Design, E-commerce, Web Marketing.

Educations

Istituto Mezzelani Roma

Graduated 1999

Graphic Design

Scuola Internazionale di Roma

Graduated 2001

New Animation Technologies

Università La Sapienza Roma - Sociology

1997 - 2004

Coursework in Social Psychology, Anthropology & Statistics

Scan Here!

