

(M) (R) (B)

# CLOSE EYES - TO - EXIT

- Handwritten Letters Quality -

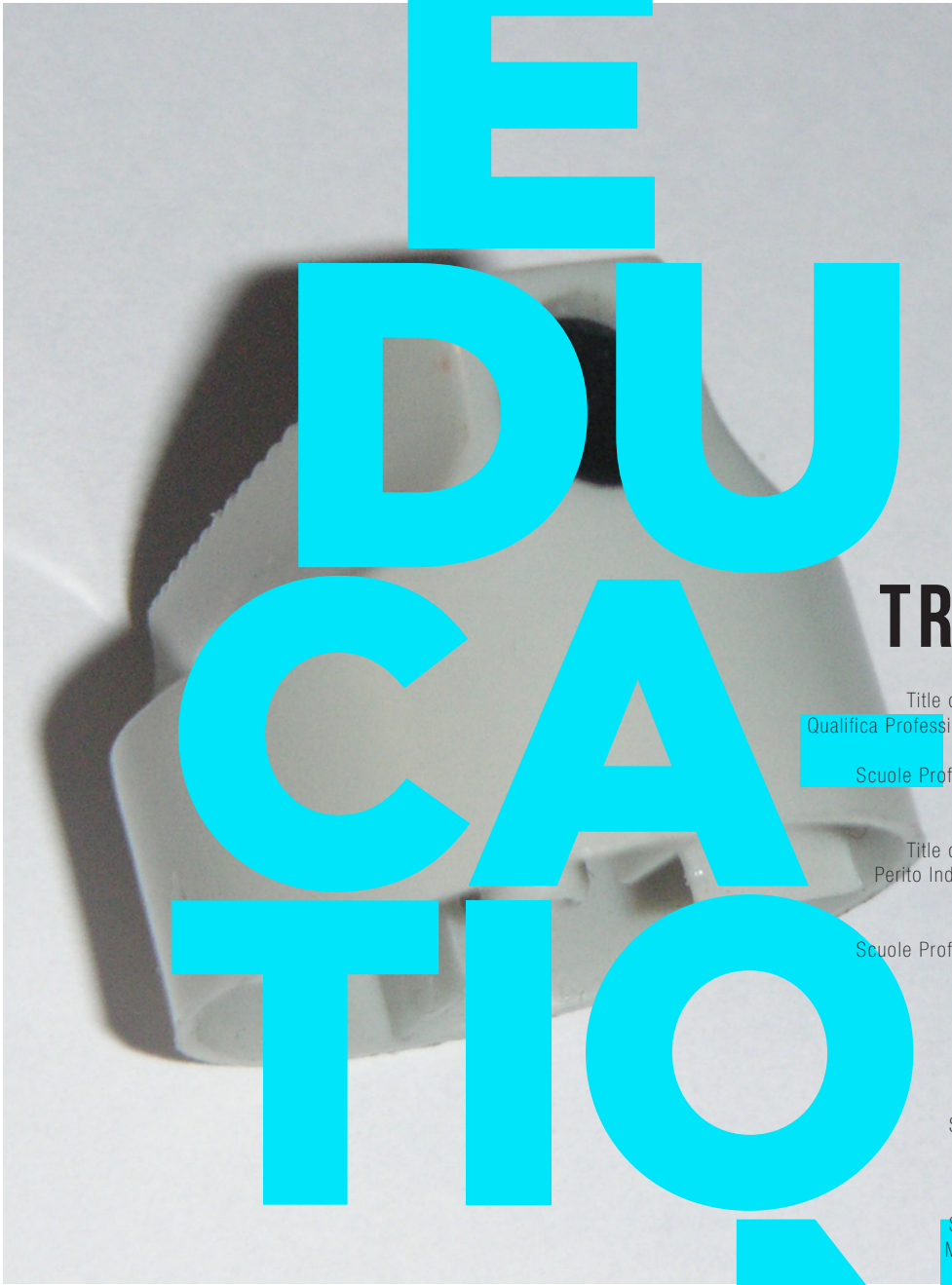
minimalist  
- responsive -  
black

CURRICULUM VITAE STEFANO CAIRATI



- BORN IN MILAN  
x 7 APR. 1974 / VIA GIUSEPPE BOLOGNA 12  
20091 / BRESSO / MI

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**AND  
TRAINING**

1990 - 1991

Title of qualification awarded

Qualifica Professionale di Fotolitista/Fotoriproduttore

Scuole Professionali Don Bosco - Milano

1994 - 1995

Title of qualification awarded

Perito Industriale per le Arti Grafiche  
Valutazione 48/60

Scuole Professionali Don Bosco - Milano

1995 - 2000

junior art director  
Dialogo s.r.l

2001 - 2007

Senior Art Director  
MRM Worldwide

2008 - 2016

Senior Art Director  
MRM//McCann Italy

**SKILLS**

Mother language  
Italian

Other language  
English Upper Intermediate

**COMPUTER & COMPETENCES**

Microsoft Office  
Adobe Creative Suite  
Photoshop - Indesign - Illustrator  
After Effects - Dreamweaver  
UI / UX Design



WORK  
EXPERIENCE  
FROM  
PAST TO PRESENT  
POSITION HELD  
SENIOR  
ART DI-  
RECTOR

- 1996** Developed from 1996 to 2002 the offline direct marketing projects for:  
General Motors  
Opel  
Buitoni  
Costa Crociere  
Nike - INP Program  
Fitness Convention for INP Athletes  
Area Banca  
Led the press campaign on Abitare  
Area Banca Group
- 2003** Led the MSN Italy web initiative called  
**"Big Wednesday"** to promote some specific channels of the MSN portal.  
Also led the ADV campaign.
- Led from 2003 to 2007 the **"Cornetto Free Music Festival"** website.
- Website and ADV campaign to launch **"Audition"** the music talent contest sponsored by Algida, Unilever.
- Created an editorial web project powered by Cornetto Algida in 2004,  
where the music contents were generated from the user. [www.365live.it](http://www.365live.it)
- 2004 - 2005** Created a website to support the brand **"Sofficini" Findus by the Carletto character**,  
reached the engagement of users by creating an agent tool of Carletto.
- 2004 - 2005** Led in 2004 and in 2005 the web project for the Italian **Motorshow**  
and developed one of the first website that included the green screen technicality.
- Led the web project for the Italian **Motorshow** and developed  
one of the first website that included the green screen technicality.
- Led the web project for an editorial web portal about movies  
powered by the brand **"4 Salti in Padella"**, Findus, Unilever.
- 2006 - 2008** **Campari**  
Led, managed and realized in 2006 the whole art direction of the Campari Hotel campaign,  
the first initiative in Italy with the involvement of the most important social networks around  
the world, flicker and myspace.  
Won the Big Idea Chair NC Awards powered by Yahoo for the creative direction.  
Reached a deep expertise in the Web 2.0 era.
- Created the launch website, of the new "2007 Campari Tales Calendar"**,  
creative idea and art direction, also conceived and cooperated to the realization  
of the starting movie trailer
- To support the launch of the new 2008 "Clu Campari" calendar**,  
we have created an environment experiential website, where the user could become  
the protagonist of the club.
- 2009 - 2010** **Campari App**  
Create the first Campari cocktails App: iShakered.  
An experiential game to become a bartender and an complete section to discover  
the all cocktails recipes.
- Campari Calendar**  
In 2009 realize the "Campari Milano Calendar".  
12 photos to follow a woman in his intriguing journey through  
the night in a contemporary, seductive and passionate aperitif in Milan.
- Campari Corporate web site**  
Led the launch of its new corporate web site inspired by the futuristic urban mood,  
also included the launch of the new calendar "Campari Milano".

2010 - 2011

**Campari**

In 2011 to support the new "Red Affair Calendar" introducing the first storytelling on facebook. Romanticized the calendar shots, by classic post and video post, never reveal them until the launch of the calendar itself.

**Parmalat**

Leaded the editorial web project to launch the new milk range and a dedicate website to explain the single product.

Develop a experiential web site to support the launch of a new **Yougurt Parmalat**.



2011 - 2012

**Amaro lucano**

Leaded the Facebook editorial plan to engage the user day by day.

**Ely Lilly**

Instituional adv campaign "Stop alle fratture" to support the knowlege about osteoporosi severasikness.

2013 - 2014

**Ramazzotti**

Instituional adv campaign for the most tree core products: amaro, sambuca and aperitvo campari.

**Arborea**

WEY - milk siero & fruits based.

To support the launch of the new product i project and design the new logo and pack. "Milkitaly", studio logo and pack design to lunch the Arborea milk in China.



2014 - 2015

**Teamsystem**

Instituional print campaign to launch aunch one of the most great Italian software house.

**Sole 24 Ore - Radio24**

Institutional print campaign to launch the new radio program.

**Nespresso**

Lead the Nespresso "L'incontro Tour" on-field activation by an integrated campaign: web site and print and tv campaign.

**Leffe beer**

Lead the Leffe facebook and instagram editorial plan by a food paring and styling mood photo specially shooting to create awareness around the brand in italy: also to support this an photocontest in collaboratin with Leica to engage users to express their Leffe beer passion.



2016

**Nespresso**

To support the launch of the new Nespresso machine, the first machine connected using Bluetooth, we have created an experience site that the user could feel with his mobile phone all the new features.

# Shaman. -AND- Awards

**2007**

NC AWARDS  
YAHOO BIG IDEA CHAIR  
Hotel Campari



**2009**

ADCI  
- ON LINE DIGITAL MEDIA -  
**SILVER**  
Club Campari



**2010**

ADCI  
- CORPORATE WEB SITE -  
**SILVER**  
Campari

- INTERACTIVE DIGITAL MEDIA -  
**SILVER**  
iShakered Campari app

DESIGN LICKS  
- **SITE OF THE DAY** -  
Join Campari



**2012**

ADCI  
- CORPORATE WEB SITE -  
**SHORTLIST**  
Campari

- SOCIAL NETWORK -  
**SHORTLIST**  
Amaro Lucano Facebook profile

[www.shamanodelvulcano.com](http://www.shamanodelvulcano.com)  
[hello@shamanodelvulcano.com](mailto:hello@shamanodelvulcano.com)

**Bēhance**

**shamanodelvulcano**

<https://www.behance.net/shamanodelvulcano>