

DANIELE PARLAMENTO

CREATIVE DIRECTION
BRAND SYSTEMS
CONTENT PRODUCTION
AI WORKFLOWS



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ABOUT

Creative Director / Visual Designer with 15+ years across brand systems and content production for digital and e-commerce. I lead projects end to end from concept and visual identity to scalable templates and multichannel assets (photo/video, motion, 3D). I strive to create visual experiences that effectively communicate through listening and sensitivity. I am committed to creating solutions that meet clients' needs and engage me.

SKILLS

GRAPHIC DESIGN
BRANDING
PHOTOGRAPHY
VIDEO EDITING/MOTION
3D GENERALIST
WEB DESIGN

EDUCATION

2022 - Laurea "Design e Comunicazione Visiva"
Politecnico di Torino

TOOLS I USE



WHAT I DO

My work centers on creative direction and visual strategy, orchestrating multi-disciplinary projects that span print, digital, and experiential design. Over the years, my extensive experience has allowed me to develop expertise in multiple creative disciplines: video production and post-production, photography direction, 3D visualization, web design, and UI/UX development.

This multidisciplinary background enables me to lead creative teams and coordinate complex visual projects from concept to execution. I specialize in translating brand visions into cohesive visual strategies, managing creative workflows, and ensuring consistent brand communication across all touchpoints.

My approach involves analyzing companies' visual identity, developing comprehensive branding solutions, and constructing sustainable creative growth paths that align with business objectives. As part of my continuous evolution, I'm actively exploring AI integration as a creative amplifier, studying how artificial intelligence can enhance design workflows and unlock innovative visual approaches.

UPDATES

2024 - **PROMPT, CHI PARLA?** | Prompt Design
2024 - **Rhinoceros and VRay** | IED Milano
2022 - **Introduction to UX Design** | Coursera
2021 - **Studio photography** | Aproma Store
2020 - **After Effects advanced** | Espero

TEACHING

Speaker (Nel Mondo a venire 2025) on applied AI for creative workflows and content production.
Guest Lecturer at University of Turin (UniTO): delivered a session for an AI Strategy module (IUSEFOR), focused on practical adoption of AI in communication and design projects.



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WORK EXPERIENCES

2005–2015

Mondoffice Senior graphic and web designer

I initially handled catalog layout before moving on to post-production and color correction of the photo archive. After this period, I was able to work on web projects, creating newsletters, landing pages, and banners for the website. During these activities, the focus was primarily on static and dynamic HTML pages (HTML, CSS, and JQuery), graphics for promotions, and post-production.

#print #webdesign #postproduction #webdesign

2015– March 2023

Bonprix Senior graphic and web designer

I worked on the Euronova (unique items) and Lascana (lingerie) brands. During this time, I initially focused on catalog production before dedicating myself entirely to creating web content (creating home pages, banners for social media), photo retouching, and color correction. In 2018, I established an in-house photo studio for producing still life and environmental shots suitable for promotional videos for social media content. I also deepened my experience in 3D modeling and rendering to create custom environments for presenting products (rooms and home settings). A significant part of this journey was dedicated to motion design and video editing projects.

#postproduction#videoediting #photography #3D
#webdesign

March 2023 – in corso

Freelance Designer

I specialize in branding, visual design, and event design, integrating graphic design, storytelling, AI tools, and 3D modeling across diverse projects. My experience spans multiple sectors: textile companies (Xinco), beauty brands (Bottega Verde), food, music and cultural events. I also work as photo assistant for Damiano Andreotti on digital campaigns for Aprilia, Moto Guzzi, and Fila Korea. Currently exploring AI integration as my latest creative challenge, seeking new opportunities that push creative boundaries and foster professional growth. Guest Lecturer University of Turin (UniTO): "Digital Strategies for a Changing World" (Strategy), in collaboration with IUSEFOR.

#freelance #branding #visual



CHECK OUT MY PORTFOLIO

