
Robert Luciani

Creative Director & Creative Strategist

Profile

I'm a brand builder, storyteller, idea generator, collaborator, partner, mentor, and look and feels maker. I care a lot about what I do and the people around me. My passion is finding the truth, and telling it through creativity. In addition I am also a teacher, Graphic Designer, and Photographer. I am a professor of Digital Design at Miami Ad School, but also host masterclasses for my teams and clients. With topics ranging from Strategy to Creative Execution. I am a teacher at heart with extensive experience in both Classical and Digital marketing for a variety of industries from FMCG to Automotive.

Experience

- 2020-Present

Pahnke Group
Integrated Creative Director

Working agile across many teams and clients within the Pahnke Group. My key responsibilities are overseeing creative strategy briefings, managing creative output, and inspiring creatives and clients.
- 2016-2019

Sr. Art Director
Jung von Matt - Next/Alster

Responsible for the digital output and concepts of Saturn, Adelholzener, ActiveO2, Edeka.
- 2014-2016

Wunderman München
Art Director

Online Art Director tasked with creating web designs for Mini, Marc O'Polo, Microsoft. Other responsibilities include Lead Art Director for Mini Social Media, Campaign concepts and pitches.
- 2013-2014

Orca Im Hafen
Art Director

Lead Social media art director, digital conceptor and prototyping Arduino projects. Clients Included: Bertolli, Haribo, Kinder, Rexona, Jägermeister, Milram.

Contact

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Skills

Adobe Creative Suite
Office Suite
Creative Direction
Art Direction
Motion Design
UX/UI Design
Marketing Strategy
Presentation / Communication Skills
Agile Working

Education

Miami Ad School

Creative Strategy
2023 - 2023

Miami Ad School

Art Direction
2010 - 2011

Seneca College Toronto

Graphic Design
2005 - 2008

Sheridan College Toronto

Advanced Photography
2004