



# ABEL COSTANTINO

Senior Creative Director & Graphic Designer



22-07-1985



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Rome - Italy

## WORK EXPERIENCE

|           |                                                          |
|-----------|----------------------------------------------------------|
| 2008-2012 | <b>Saffirio Tortelli Vigoriti S.r.l</b> - Art Director   |
| 2012-2014 | <b>DDB Group Italy</b> - Art Director                    |
| 2014-2017 | <b>Pubbliregia (Ferrero Group)</b> - Senior Art Director |
| 2017-2020 | Graphic Surgery Studio - Creative Director Freelance     |
| 2020-2021 | Marina Penno Advertising - Creative Director             |
| 2022-2026 | Asterisco Creative Agency - Creative Director            |

## EDUCATION & TRAINING

- I.A.A.D.** (Institute of Applied Arts & Design - Torino):  
**Bachelor in Science of Design** (Advertising & Graphic Design)  
Oct 2005 – Jul 2008
- Master in Typography and Logotype** (Inside Training) 2010
- Facebook & Instagram** Workshop (Facebook HQ Milano) 2017
- Google Digital** Workshop (Google HQ Milano) 2017
- Continuous learning and specialization in **Generative AI systems**.

## CREATIVE CORE

**360° Creative & Art Direction:** From concept to execution across projects of all scales.

**Concept & Visual Identity:** Development of creative platforms, brand identity, and coordinated visual systems.

**Storytelling & Cross-Media Vision:** Brand consistency across advertising, digital, social, video, packaging, and print.

**Shooting & Production Direction:** Photo, video, and motion management, including set direction, styling, and post-production.

## Skills

- End-to-end operational autonomy.
- Adaptability to different clients and brands.
- Creative and strategic consulting.
- Planning and timeline management.
- Seamless integration into company and agency teams.
- Direct client management: briefing, presentations, feedback, and revision handling.
- Data visualization, strategic synthesis, trend analysis, and project storytelling.
- Creative resolution and operational agility under pressure.

## LANGUAGES

|          |                     |
|----------|---------------------|
| ITALIANO | Native              |
| INGLESE  | B2 Written & Spoken |
| SPAGNOLO | B1                  |

## Main tools



Photoshop



Illustrator



Indesign



Premiere



Powerpoint



Canva



Acrobat



and more

## Awards & recognition

- ADCI award 2009**  
Online e digital media web advertising.  
Client: AlfaRomeo MiTo.
- GrandPrix Pubblicità Italia 2011**  
Best Follower/Ambitious.  
Client: Volkswagen.
- 43° Key Award 2011**  
Best in Category: transportation.  
Client: Volkswagen.