

CURRICULUM VITAE

VALERIO PULIANI



CONTACT

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EDUCATION

NABA — Nuova Accademia di Belle Arti

Graphic Design & Art Direction

2020 – 2023 | Rome

Liceo Artistico Statale Pinturicchio

Art High School Diploma

2015 – 2020 | Rome

SKILLS

- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Illustrator
- TouchDesigner
- Resolume Arena
- Higgsfield
- AI Prompting

LANGUAGES

Italian — Native speaker

English — B2 certified by NABA

CREATIVE & ART DIRECTOR - AI-SPECIALIST

Born in 2001, I work across design and technology, turning ideas into visual identities and experiences. I develop concepts and creative direction for events and brand experiences, exploring AI as a new language of visual design.

PROFESSIONAL EXPERIENCE

Creative & Art Director, *Utopia S.r.l.*

2025 – present | Rome

I turn concepts into visual experiences made for space and for live formats. From shaping the creative identity to set design, motion design, digital content and LED walls, I follow projects across events, brand activations and sport production. I have worked with British American Tobacco, Technogym, Carl Brave and AS Roma.

Social Media Manager, *Alessandro Monaci · Freelance*

2024 – present | Rome

I manage the Instagram and LinkedIn profiles of Alessandro Monaci, private banker at Banca Mediolanum, across editorial strategy and targeted campaigns.

Graphic Designer, *Admaiora x INPS*

2024 | Rome

Visual identity and content for the INPS per i Giovani campaign: digital and physical formats — social, posters, billboards and trade fairs — for an under-35 audience.

Graphic Designer & Social Media Manager, *Boole Agency*

2023 | Rome

Visual identity, content strategy and channel management. Working for: PH Facility, Radical Storage, HTR.

Graphic Designer, *Holypop Store x Nike*

2023 | Rome

One of 20 posters selected for “Air. The Untold Story”, the NABA × Nike show on the Air Max 1, exhibited at the MACRO Museum in Rome.

Visual Designer, *Freelance Projects*

Various | Rome

Visuals for events, music, brands and cultural projects: generative AI, video, motion graphics and digital art.