

SIMONEPOLGA

EST. 1976

OVERVIEW

With 20+ years of experience, I am an interdisciplinary creative director with a focus on design strategies, visual identity and brand experiences. Having founded JoeVelluto, an award-winning design studio in Italy, in 2012 I joined MAD, a New York base high-end design and architecture studio where I established and led the design department for 5 years. Based in Milan (IT) since 2017, I work as a consultant directly with established companies and start-ups, to build and grow their brands through creative design strategies. My cross-discipline approach has allowed me to work on wide range of projects, from luxury clients till large corporate accounts, designing innovative services and powerful experiences. My designs have received international awards and have been exposed at museums and exhibitions.

EXPERTISE

BRANDING	DESIGN THINKING	FURNITURE DESIGN	PRODUCT DESIGN
CREATIVE DIRECTION	ENVIRONMENTAL DESIGN	NEW BUSINESS	VISUAL IDENTITY
DESIGN STRATEGY	EXHIBITION DESIGN	PRINT	WAYFINDING

EXPERIENCE

INDEPENDENT CREATIVE DIRECTOR, SIMONE POLGA 2018 (Milan, IT)

I work as a consultant directly with established companies to build and grow their brands, through creative design strategies. Among others, I collaborate as a creative director for Gili Creations, leading high-end furniture manufacturing company for the luxury market worldwide, reshaping the internal company organization with a focus on improving efficiency, developing new business opportunity and managing their relationship with strategic key-accounts (the Marriott Group Hotel, The EDITION Hotel). For Valli&Valli and Fusital, leading Italian manufacturers of design handles and doors accessories, I developed the product catalogs for the American market. I have designed the pattern for the first limited-edition shower tray in the industry for the Spanish Brand Fiora.

CLIENTS: Fiora, Fusital, Gili Creations, Hotel Flora Venice, Nascent Design, Valli & Valli

CREATIVE DIRECTOR, MAD MATIZ ARCHITECTURE & DESIGN 2012 - 2017 (New York, USA)

I established the branding and environmental design department of the firm. I simultaneously lead multiple projects and manage internal teams and external partnerships, creating environmental design, wayfinding and infographic projects for big corporations. My design lead empowered and increase the collaboration with established big accounts like New York University. Following my direction, the firm won international projects, like Vicenzaoro Dubai (EU) and the re-branding of Vicenzaoro tradeshow (IT).

CLIENTS: Dailymotion, Fiera di Vicenza, New York Presbyterian Hospital, New York University, Ok Cupid, Pratt Institute, Quorum, Stevens Institute of Technology, Ziff Davis.

FOUNDER AND CREATIVE DIRECTOR, SIMON & SIMON 2009 - 2012 (Vicenza, IT)

I worked as a consultant with small and medium enterprises on design projects across multiple platforms. Among others, I was leading the retail & experience design dept. for Freesoul Jeans, where I was in charge of the production coordination and installation of fifteen branches in Italy and forty shop-in-shop and showrooms in Italy, France, Germany, England, Greece, Spain. For the same brand, I did several exhibition design projects for the international fashion trade-fairs "Pitti Immagine" in Florence, "Bread & Butter" in Berlin and "Who's next" in Paris.

CLIENTS: Gili Group, Progetto Design, Freesoul.

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EXPERIENCE

FOUNDING PARTNER, DESIGNER & PR, JOEVELLUTO 2004 - 2008 (Vicenza, IT)

I founded JoeVelluto, a design studio established itself on the international design field, thanks to its experimental and research approach, with a slant towards communication. I developed several projects in the creative and innovation fields, switching from the culture to the commercial sector, working both with big and small and medium-sized enterprises (SME), startups, institutions, museums, and no-profits, adopting a multidisciplinary point of view. This specific approach allowed the studio to achieve international awards and an honorable mention for ADI Compasso d'Oro with the art direction project made for Coin Casadesign.

CLIENTS: *Abet Laminati, Abitare Segesta, Bosa Ceramiche, Gruppo Coin, Coop, Coro Italia, Euro3Plast, Fratelli Guzzini, Gruppo San Pellegrino, Lorenz, Pitti Immagine, Polimoda Firenze, Richard Ginori, Rollerblade, Sonus Faber.*

EDUCATION

- **MASTER'S DEGREE IN INDUSTRIAL DESIGN, SID - SCUOLA ITALIANA DESIGN** (Padua, IT)
- **POSTGRADUATE DEGREE IN INDUSTRIAL DESIGN, SID - SCUOLA ITALIANA DESIGN** (Padua, IT)

HONORS & AWARDS

- **IT'S TEXTURE TIME DESIGN CONTEST (2018)** *First Prize*
- **INTERNATIONAL DESIGN AWARD IDA (2014)** *Bronze Prize & Two Honorable mentions*
- **AMERICAN GRAPHIC DESIGN AWARDS (2013)**
- **ADI COMPASSO D'ORO (2011)** *Honorable mention*
- **ADI DESIGN INDEX (2008)** *Annual selection*
- **YOUNG & DESIGN (2007)** *Special mention*