

# LUIGI FRANCO

## ART DIRECTOR AI CREATIVE DESIGNER

Brand Identity · Social Media Design  
Motion Graphics · Digital Advertising  
AI Creative Production

### CONTACTS

+39 389 195 2969  
elle1teffe@gmail.com

WEB: [luigifrancodesigner.com](http://luigifrancodesigner.com)

IG: [https://www.instagram.com/il\\_dodicesimo\\_uomo/](https://www.instagram.com/il_dodicesimo_uomo/)

## CREATIVE JOURNEY

### Spoki

Art Director  
Jan 2024 — May 2026

Leading visual identity, social content, motion graphics, digital advertising and AI-assisted creative workflows for a fast-growing tech company.

### Corriere dello Sport Puglia

Head of Graphics  
May 2020 — Present

Editorial design, sports visual storytelling and graphic production.

### Fantaredazione

Art Director  
Apr 2024 — Present

Viral sports content, advertising campaigns and app growth visuals.

### EDUCATION

B.A. Graphic Design  
ABA Lecce  
Final Grade: 107 / 110

### LANGUAGES

Italian Native  
English Fluent

## CREATIVE DNA

**9+ YEARS OF EXPERIENCE**  
**AI-POWERED CREATIVE**  
**WORKFLOW**

Art Director and Graphic Designer focused on brand identity, social media, motion graphics and digital advertising.

I create visual systems that turn business goals into clear, recognizable and performance-driven content, combining creative direction, data-driven design and generative AI workflows.

## TOOLS & AI

Ai Ps Pr Ae Id

Figma · Runway · HeyGen · Suno  
Flux · Nano Banana Pro 2 · Seedance 2  
Cursor · ElevenLabs · Magnific

## PORTFOLIO



SCAN QR

## IMPACT NUMBERS

**+24%**  
Social followers growth

**+21%**  
Brand awareness growth

**+37%**  
Video engagement increase

**€ 288K**  
Additional product sales

**+35%**  
Lead acquisition increase

**2.3K+**  
New app subscriptions