

Ciao!
My name is **Giovanni La Marca**
How are you today? :D

Who am I?

As a brand designer, I recognize the significant responsibility that comes with the role. I have willingly declined projects in the past that did not align with my moral compass. Consequently, my objective is to craft authentic brands that genuinely express their unique stories to the intended audience. Rather than imposing brands on audiences through manipulative tactics, such as those who merely incorporate a rainbow flag in their logo while perpetuating harmful practices, I believe in the power of honest and responsible branding.

Contacts :

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What do I do?

I create brands equipped with critical research and strong concepts.

I am keen about preserving culture and using design to help it being true to itself.

My graphic design practice has a focus on digital branding, especially for social media. But I am a nerd for book design and I love the smell of freshly printed paper.

I am never late on a deadline.

I can work efficiently with Photoshop, Illustrator, Indesign, Premiere, Audition, Power Point, Keynote, and After Effects.

I do research and categorize data.

I love working in teams of people.

I can lead every printing process (digital, screen printing, lytho and letterpress) from start till the end working side by side with the printing houses.

I can speak English, Italian and a bit of French and Spanish.

I shoot analog and digital pictures, develop them and then post them on [@demflicks](#).

Where did I study?

Oct 2014 - Jul 2017

BA - Graphic design, **Camberwell College Of Arts** (University Of The Arts London), London. Grade: 2.1

Oct 2017 - Dec 2018

MA - Graphic Branding & Identity, **London College of Communication** (University Of The Arts London), London. Grade : First class honours

Where did I work?

2016 - Present

Freelance Graphic designer & brand strategist

www.giovannilamarca.it

What did I do? Since 2016 I have been working as a freelance graphic designer, my branch of work is branding and identity. I have the chance to create brands and logos for different companies, especially the food and music industry.

I also specialise in graphic design to help the internal management of studios or companies. I would work with a company to create a set of graphic assets that are useful to improve the workflow of their staff. Typically I would produce presentation templates and documents for each of the teams.

2019 - 2020

Freelance graphic designer \ creative
[@Warm Street](#)

What did I do? I curated the design of different culture based projects, that connected underground musicians with brands.

What did I learn? I learnt the importance of the music culture that surrounded me in London. It can be hard to mediate between a big brand and underground music culture, but I understood that as a designer I have to do the most to protect both music and its culture.

On a more technical level I learnt how to follow the directions of creative directors, and to be diverse within my practice since the clients were always different. Some brands I had the chance to work for at Warm Street are Monkey Shoulder, Magnum Tonic Wine, Armani Exchange, Logic Pro Vapes, Fabric London, Campari., Wray & Nephews, Ballantines.

My clients say these pretty cool things about me <3

Finn Evans
Freelance Photographer

Giovanni is a super talented designer and built me an amazing site for my photography. He came with loads of great ideas and was happy to work with me to get everything perfect. I massively recommend working with Gio!

Tiffany Arntson
CEO @ Rogue Matters

Commissioning creative work can be nerve-racking, especially when its for your own brand. Gio was recommended by a friend and he more than lived up to the hype. He grasped the brief quickly, explored ideas and delivered designs I am really happy with. He was quick to respond to queries, worked to my deadline and budget, and was cool with follow up queries too. He is great at getting things done, and doing them well. Bonus points for his engaging and reassuring manner that helped me to relax and enjoy the process.

Raffaele Annunziata
Director @ Seed Media Agency

I worked with Giovanni for the first time in 2016 and I had an extremely positive experience. After he finished his studies in London he came back to be part of the team at Seed Media Agency. He is an highly competent designer, that makes his human values the first skill. His vision is focused on graphic works that are executed with great creativity and in a short time. Plus, he loves rap music so this makes him even cooler.

Theo Gentili
Co-founder @ Warm Street

Gio is an incredible creative. He worked at Warm Street for over a year, bring new ideas, flare and his unmistakable talents to improve, build and develop our branding. He was involved in all aspects of the agency: from brainstorming, to creative, to mock ups through to presenting at C Suite level on pitch day. He then worked with us to execute on our ideas with phenomenal problem solving capabilities. A fantastic communicator, dedicated employee, cheery friend and importantly, one of the most inventive, talented and proficient designers you could hope to work with.

Where did I work?

2020 - 2023

Graphic designer
& brand strategist
[@Seed Media Agency](#)

What did I do? At Seed Media Agency I had the chance to work on several social media-based projects for the most luxurious and culturally important food and hospitality institutions in southern Italy, especially on the Amalfi Coast. I also had the chance to work for the Vesuvius National Park, which makes me really proud since I was born next to it.

My role was to follow every visual aspect of a series of clients that were entrusted to me, usually around 15 customers per year. It is extremely challenging but also fun since you have the chance to work on different products and brands. It gives me a boost of creativity. I literally worked for so many different industries, one day I was working on an ad for frozen croissants, and the other day I was creating a brand for a company that produced aluminium windows. It was great!

What did I learn? I learnt that is vital to keep an honest relation with your clients and see them as much as you can. I have also learned that there is no big or small client if you can be able to make its qualities stand out with your work.

Also, I learnt a lot about the art of photography and videomaking, since I had the chance to work on these things by directly using the right tools.

I have attended design conventions all over Italy and spoken to some of the biggest representatives of communication in the country thanks to Seed, this type of teaching is worth more than anything else. Some of the clients I had the chance to work for while being at Seed are The Vesuvius National Park, Palazzo Murat Positano, Vincenzo Caputo, San Giorgio S.P.A, The consortium of the Vesuvius wines, The consortium of Piennolo Tomato, Ceramica Assunta Positano, Sant'Anna Institute Sorrento, Ambrosio S.P.A, Meral S.P.A.

What did I write?

All the publications are available on [Researchgate.net](#)

Deliciously Designed : How design theory is applied to food production.

Participatory Culture - /'Paa-rtis-perri/ /'Kal-tore.

Let It Be : An interview with Giovanni La Marca about the problems between design and personal agency.