

Giovanni Clericetti

Visual and Brand Designer

About Me

My name is Giovanni, and I am a 25-year-old communication design graduate from the Politecnico di Milano. I completed a thesis focused on branding in the audiovisual industry. I currently work as a Visual and Brand Designer at AC Milan, applying my design expertise to the sports industry. I am passionate and curious and am always eager to discover, learn, and understand the different forms reality can take through design.


Personal Information

January 22, 2001, Milan, Italy

Address

Viale Beatrice d’Este, 26, Milano, Italy

Work Experiences



AC Milan, 2024–ongoing
Visual and Brand Design Consultant

Design and development of graphic assets adapted from ACM’s visual identity across various sports-related areas: from creating visual identities for internal projects and defining the seasonal visual language, to supporting events, and up to sport production and live direction during matches at San Siro Stadium. Main focus on producing presentations for partnerships and graphics tailored to sponsor events, in close collaboration with marketing, sales, and strategy teams. Work performed under strict confidentiality.



Poli.Design Master, 2025
Teaching Assistant and Academic Tutor

University Assistant and Academic Tutor for the Advanced Course “Video Identity: Dynamic Communication Systems for the Entertainment Industry” at POLI.design, in collaboration with Mediaset. Role awarded following thesis research on Audiovisual Identity (available in Portfolio).



Mediaset S.p.A., 2020–ongoing
Content Metadata Editor and Tagger

Content indexing, cataloguing, and tagging for Mediaset Infinity, with a focus on semantic organization, classification, and metadata optimization of digital media assets to improve content discoverability, accessibility, and recommendation across the platform.



Meeting di Rimini, 2020
UX/UI Design Consultant

Visual branding design and development of user experience and digital interfaces to bring the exhibition online due to the Covid-19 emergency. Created graphics for exhibition panels, designed vinyl lettering, and produced the presentation for the event’s official speech. (Disruptive project available in Portfolio)

Social Initiatives

Volunteering (2021–2024)
Meeting di Rimini – Exhibition Spaces
Collaboration on graphics, panels and exhibitions areas

University Politics (2021–2023)
Representative of the Corse of Study
CCS of Communication Design at Politecnico di Milano

Volunteering (2019–2021)
Sales Clerk at University Bookstore
CUSL, Politecnico di Milano

Volunteering (every year)
Banco Alimentare and Banco Farmaceutico
Collection of food and medicine for people in need.

Contact

Mail
giovanni.clericetti@gmail.com

Portfolio
portfolio-giovanniclericetti.vercel.app

Education

2022–2025
Master Degree in Communication Design
Politecnico di Milano, School of Design (110/110)

2024
Erasmus Experience at Master in Digital Design
Hogeschool van Amsterdam, Amsterdam, NL

2019–2022
Bachelor Degree in Communication Design
Politecnico di Milano, School of Design (110/110)

2014–2019
Artistic High School (Architectural Studies)
Fondazione Sacro Cuore, Milano

Exhibitions and Awards

2023, La Stecca 3 (Milan)
Belonging / Not Belonging
– Indie Magazine for social change
Presentation of Referto Magazine project

2022, FuoriSalone Milan Design Week
DesignXDesigner – Polimi Design Student Exhibition
Presentation of SourData project

2022, ATS Insubria
ATS Insubria Social OOH Campaign
Selection of BellaScusa project for the communication campaign to raise awareness against pathological gambling

Software and Skills

Design Tools
Figma, Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, iMovie, Audition, XD

Presentation
Keynote, Figma Slide, PowerPoint, Slides.com

Other Tools
Miro, Word, Excel, OneDrive, Teams

Coding and Website
HTML, CSS, Javascript, Nuxt, Figma Site, Vue, Bootstrap, Wordpress, Framer

Languages

Italian
First Language

English
B2 – IELTS Certification

Spanish
Basic Level