Rocco Alberto Currà

Visual Designer & Content Strategist

Strategic Design for Branding, Digital & Cultural Experiences

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PROFILE

Multidisciplinary Visual Designer & Content Strategist.
Blending **architectural thinking, digital storytelling**, and **AI-assisted workflows** to craft cohesive **visual systems** across **branding, exhibition**, and **multimedia platforms**. Skilled in **graphic, motion**, and **UX/UI design**, I create impactful **narratives** and **visual identities** for **brands, cultural institutions**, and **international teams**.

LANGUAGES

English

Excellent (written and spoken)

French

Excellent (written and spoken)

Spanish

Good (written and spoken)

Dutch

Basic conversational skills

Italian

Native

PROFESSIONAL EXPERIENCES

Visual Designer & Content Lead

Workdistrict – Amsterdam | Oct 2023 – Sep 2025

Created branded content and visual campaigns for clients such as United Leaders, Network Circle, and Fusion Impact. Developed social media materials, event visuals, and templates ensuring brand consistency across platforms. Covered international events as photographer and motion designer, strengthening visual identity and audience engagement.

Visual Designer – Cultural Communication

Civic Museum Castle of Adelaide – Susa, Italy
May 2023 – Present

Led the visual communication for exhibitions and cultural programs in partnership with Artemide Association. Designed brochures, posters, and signage aligned with curatorial concepts and institutional branding. Developed visual storytelling for theatre-based heritage tours, integrating social media content and visitor engagement strategies.

Graphic Designer & Production Assistant

E20inscena – Turin, Italy | Nov 2021 – Sept 2022

Created visual materials for theatre events and performances, coordinating production logistics and supporting stage design. Contributed to timely communication delivery across digital and printed channels.

Supervisor & Visual Merchandiser

EXTRA EXPERIENCE
DoubleTree by Hilton – Amsterdam | 2018 – 2021

Coordinated retail displays and visual merchandising for in-house spaces while managing F&B operations in a fast-paced, international hospitality setting.

Project Assistant – Cultural B2B Event

AMIEX – Lyon, France | 2011 – 2012

Assisted in organizing an international B2B event connecting museums, cultural institutions, and creative professionals across Europe.

COMPUTER SKILLS

Design & Graphics

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, Premiere, After Effects, XD)
Figma, Canva.

3D & Architecture

Autodesk AutoCAD (certified),
3ds Max (certified),
Rhinoceros,
SketchUp.

UX/UI & Motion

Adobe XD, Figma, After Effects.

AI & Automation

ChatGPT
(prompt design & ideation),
Midjourney, Runway ML,
Adobe Firefly, Notion AI, Sora

Other

Microsoft Office,
MacOS & Windows.

INTEREST & EXTRA INFO

Passionate about photography, museum culture, digital design, and immersive exhibitions. Enjoys urban cycling, cooking, and social media trends. Volunteer experience as assistant and lifeguard for a local charity in Turin.

Architect & 3D Rendering Specialist

Freelance + Studio Collaborations – Italy & China | 2011 – 2018

Worked on retail, residential, and museographic design projects, producing 3D renderings, layouts, and visual concepts. Collaborated with studios including Archiland (Shanghai), Luana Schiavon, Studio Roccati, Guido Manzi, and Politecnico di Torino (Royal Museums layout).

Exhibition Designer

GAM – Civic Gallery of Modern and Contemporary Art
Turin | June – Dec 2012

Contributed to the realization of the "Salvatore Scarpitta" exhibition, managing loan coordination, conducting iconographic research, and assisting with catalogue and condition reports. Developed an augmented reality installation with QR codes, a first-time implementation in a Turin museum.

EDUCATION

Master's Degree in Architecture (5-year program)

Politecnico di Torino – Italy | 2010

Thesis: "Digital Renaissance – New Technologies and Tools for the Valorisation and Dissemination of Cultural Heritage"
(augmented reality, immersive scenography, digital exhibition design)

Second-Level Master in Management, Marketing & Multimedia for Cultural Heritage

COREP – Politecnico di Torino – Italy | 2012

Modules in cultural marketing, digital strategy, project management.

Technical High School Diploma – Surveying & Construction

ITGS "Guarino Guarini" – Turin, Italy | 1999

CERTIFICATIONS & SPECIALIZED TRAINING

- **Google UX/UI Design Professional Certificate**
  Coursera (2022–2023)
- **Graphic Design Technician Certification**
  Forte Chance Piemonte (2023)
- **Advanced Training in Temporary Shop Design**
  Poli.Design – Politecnico di Milano (2013) –
  Project presented for Canon Europe
- **Autodesk Certified Professional – 3ds Max**
  AM Labs (2015)
- **AutoCAD – 2D & 3D Modeling, CSEA**
  Turin (2006)