

Philippe Intraligi

Graphic Designer & Creative Director

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jun/09 - present **Studio Intraligi**

New York, USA

Graphic Designer & Creative Director

Currently, I'm working on projects for international clients creating brand identities, store concepts, icons, logos and designing for fashion brands and ad campaigns.

Clients: BMW, BlackRock, Bentoking, Citibank, Capital One, DHL, DOW, History Channel, IBM, JCPenny, ESPN, Farm Bureau Insurance, Kraft Foods, Li-Ning, McDonalds, McKesson, Red Bull, Pelé Sports, NHL, TD Ameritrade, Trip Airline, VIVO, VitaminWater, Volkswagen, Walmart

feb/10 - apr/11 **Li-Ning, LNG**

China's largest sporting goods company - Beijing, China

Creative Director

During my time at Li-Ning I worked as Creative Director on the launch of their new sports/fashion sub-brand LNG. LNG focuses on "Generation One", the age group between 15 and 23 years that will be the new creative force in China.

I was in charge of the brand strategy, design implementation as well as the graphic design on the product side. I worked with a team of two fashion designers, beginning with the creation of the season's direction to the finished product line.

sep/07 - may/09 **MetaDesign**

Corporate design agency - Berlin, Germany

Senior Graphic Designer

I worked on the development of new brands, creation of complex corporate identities, redesigns for international companies and exhibition designs. I was involved in projects such as the creation of the new corporate design for companies like Audi and FIFA, new picture style and picture language for BASF, new corporate design for the Commerzbank and an opening campaign for the International Maritime Museum of Hamburg. In addition to branding, I also worked on illustrations and story boards.

Clients: alkr, Aerologic, Audi, BASF, Commerzbank, Deutsche Post, DHL, Maritime Museum Hamburg, Solon, Telecom Italia, Telekom Austria, Volkswagen

jan/06 - jul/07 **adidas originals**

International Sports Brand - Herzogenaurach, Germany

Graphic Designer / Project Manager

At adidas I was responsible for part of the global shoe range, the visual language for three Missy Elliott collections, t-shirt collections and apparel graphics. I was involved in special projects such as adidas Green Collection and Materials of the World collection. On a daily basis I interacted with marketing and production, created style and trend moodboards and worked on concepts for the collections.

- mar/05 - dec/05* **cayenne - Dentsu Group**
Advertising agency - Düsseldorf, Germany
Art Director
As an art director at cayenne I was in charge of pitch design, as well as a pro bono campaign for Diakonie. I also worked on some of their client's advertising campaigns creating story boards, character designs and logos.
- Clients: Apollo Optics, debitel, Diakonie, Euronics, Kamps, RWE, Thalys, VRR
- jan/04 - dec/04* **age. comunicação**
Advertising agency - São Paulo, Brazil
Graphic Designer
At age. I worked in new business. I designed the packaging for Trussardi's Home & Perfume line, the Trophy for the MTV Music Video Awards Brazil and the annual review for the advertising club of São Paulo. I was also in charge of the Nike 90 advertising campaign, including Out of Home, POS and TV.
- Clients: Nike, MTV Brazil, SONY, Trussardi, Morumbi Shopping, Gráficos Burti
- nov/99 - apr/00* **Leagas Delaney**
Advertising agency - Rome, Italy
Junior Art-Director
At Leagas Delaney Rome I worked on my first advertising campaign. It was a recruitment campaign of university graduates by Telecom Italia. I also worked on the accounts of adidas, Goodyear and Lycos Italy, sketching ideas, mapping mood boards and creating story boards and advertising concepts.
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- apr/99 - nov/99* **Leagas Delaney**
Advertising agency - Düsseldorf, Germany
Internship
- jan/98 - apr/98* **Michael Schirner Projekt Agentur**
Advertising agency - Düsseldorf, Germany
Internship
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- education* **University of Applied Sciences - Düsseldorf, Germany**
oct/98 - jun/03 Visual Communication and Graphic Design
In my final paper I analyzed the subject of tourist information systems and then I went on to design a prototype for the city of Rome. Supervised by Professor Andreas Uebele and Professor Martin Hess.
- languages* German (native speaker)
English (fluent)
Portuguese (fluent)
Italian (intermediary)