



LAURA RUGGERI

ART DIRECTOR  
PRODUCTION ARTIST

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www.lauraruggeri.com

Why did Laura cross the ocean from Milano (Italy) to Austin (Texas)? To design books, posters, corporate identities, exhibitions, large scale graphics, signage, web sites and exterior/interior architectural color schemes. Laura brings 15 years of experience as an Italian designer to the USA in 1998. Effective, powerful and subtle describe her design skills. Creative, honest and upbeat describe her personality. Whether the project is large or small she brings thoughtful attention and great design skills to bear. She is equally comfortable as an art director or handling all of the creative and production tasks on her own. Print, web, interfaces and architectural design — she does it all.

SKILLS

Typography, calligrams (images made with words-typographical characters), usage of color, hand sketches, diagrams, flatbed scanning, modeling (foam core). QuarkXPress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, BBedit, FTP software, HTML (hand coder).

EDUCATION

Bachelor of Arts in Commercial Design/ Graphic Design, UCLA, USA (1994)  
Diploma of Graphic Design  
Milano, Italia (1984)

MAIN EXPERIENCES

- client the project roles objective year note ETI-Evolutionary Technologies International, Austin-Texas (USA) Interface design for a web application, icons, packaging for software and corporate identity Art director, production artist objective Work with ETI team and Rick Ligas/Pantheon Design to design the interface for a web application. Design and produce icons for a software application for Windows and Windows Vista system. Design and produce packaging for a software and the corpoptae identity for the company ETI. 2006-2007 this work was succesfully done remotely: Pantheon Design worked from Milan, Italy while the client was in Austin, Texas
- client the project roles objective year visit Discover Your Mac, Austin-Texas (USA) Startup for Discover Your Mac Art director, production artist Create a corporate image for a startup company that produces and sells video trainings (logo, stationery, web site, package design, motion graphics) 2005 www.discoveryourmac.com
- client the project roles objective year visit Arianna Papini, Firenze (Italia) Web site for Arianna Papini, illustrator Art director, web designer and developer Develop a web site 2005 www.ariannapapini.com
- client the project roles objective year visit INTERMED O.N.L.U.S, not-for-profit organization, Brescia (Italia) The book "NINA" Art director, production artist Create a book of 120 pages (cover + inside) and a invitation card 2004 www.pantheondesign.com/NINA-01.html
- client the project roles objective year visit Laura Stein, Ph. D, The University of Texas, Austin-Texas (USA) Web site for TEAM - Teaching Educators About Media Art director Develop a web site 2004 www.utopia.utexas.edu/explore/team
- client the project roles objective year visit Nekoda Development Institute, Austin-Texas (USA) Web site for Nekoda Development Institute Art director, web designer and developer Create a corporate image and a web site (logo, stationery, web site) 2003 www.nekoda.us
- client the project roles objective year visit Screen Caffeine, Austin-Texas (USA) Startup for Screen Caffeine Art director, production artist Create a corporate image for a startup company that produces and sells animated fonts (logo, stationery, web site, package design, motion graphics) 2003-2004 www.screencaffeine.com



## AWARDS AND RECOGNITION

2000

TOP DOG AWARD

(event sponsored by AIGA-Austin)  
for @Outcome's web site design

1999

Poster exhibition and permanent collection  
International Museum of the Poster  
at the Dansk Plakatmuseum,  
Åbyhøj (Denmark)

1998

18th International Biennial Exhibit  
of Graphic Design  
Brno (Czech Republic)  
Poster exhibition, permanent collection  
and publication

1995

"San Carlo Borromeo Award"  
for "Urban planning projects  
and exterior color design"  
Collective exhibition and publication  
at the Museo della Permanente, Milano  
(Italia)

1994

16th International Biennial Exhibit  
of Graphic Design  
Brno (Czech Republic)  
Poster exhibition, permanent collection  
and publication

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client Carla Cinelli (photographer), Brescia (Italia)  
the project **Web site for Carla Cinelli, photographer**  
roles Art director, production artist, web designer and developer  
objective Create a logo and web site  
year 2003  
visit [www.carlacinelli.com](http://www.carlacinelli.com)



client APC - Association of Cultural Projects, Milano (Italia)  
the project **POETI FILOSOFI E GIULLARI (Poets Philosopher and Comedians)**  
roles Art director, production artist, calligram artist  
objective Publicize the POETI FILOSOFI E GIULLARI, an annual theatrical  
season in the South of Milano, create a logo, corporate image, posters,  
theatrical program booklets, invitation cards. The annual images were  
always calligrams—images made with excerpts from literature and poems)  
year 1995-2002  
visit [www.pantheondesign.com/PoetiFilosofiGiullari-96.html](http://www.pantheondesign.com/PoetiFilosofiGiullari-96.html)



client ETI - Evolutionary Technologies International, Austin-Texas (USA)  
the project **Interface Design for the software ETI-Solution®**  
roles Art director, visual and information designer  
objective Creative review of the interface, navigation structure and graphic  
treatment of the application and icons  
year 2001-2007  
visit [www.pantheondesign.com/ETI-01.html](http://www.pantheondesign.com/ETI-01.html)



client @Outcome, Austin-Texas (USA)  
the project **Web site for @Outcome**  
roles Art director  
objective Create an animated corporate brochure online  
year 2000  
visit [www.pantheondesign.com/At\\_Outcome-01.html](http://www.pantheondesign.com/At_Outcome-01.html)



client FATATRAC - publisher of books for children, Firenze (Italia)  
the project **Web site for FATATRAC**  
roles Web designer and developer (of 190 page site, hand coded)  
objective Give an established publisher of books for children a web presence  
and a simple way to take orders online  
year 1999  
visit [www.fatatrac.com](http://www.fatatrac.com)



client Architect Dario Valli, Cernobbio (Como, Italia)  
the project **Color design for the municipal building of Cernobbio**  
roles Color designer  
objective Create the exterior color design  
year 1999



client United Surgical Partners International, Dallas-Texas (USA)  
the project **Interface design for a web-based corporate information system**  
roles Art director  
objective Give the company the ability to collect and disseminate best practice  
information  
year 1999-2000



client Unione Industriale Torino, Torino (Italia)  
the project **Corporate brochure for Unione Industriale Torino**  
roles Art director, production artist  
objective Create a 16 page corporate brochure for a trade association.  
Significant challenges were to be concise and visualize complex information  
in diagrams  
year 1998  
visit [www.pantheondesign.com/UIT.html](http://www.pantheondesign.com/UIT.html)

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client CONTROCORRENTE Fashion Store  
the project **Corporate image for CONTROCORRENTE Fashion Store**  
roles Art director, production artist  
objective Create a corporate design for a fashion clothing store for teen-agers (logo, exterior signage, poster, clothing label and hang tag )  
year 1997  
visit [www.pantheondesign.com/CONTROCORRENTE-01.html](http://www.pantheondesign.com/CONTROCORRENTE-01.html)
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client BALERI ITALIA, Milano (Italia)  
the project **Corporate design, exhibition graphics, brochures, publications**  
roles Art director, production artist  
objective Create a variety of works from corporate design to exhibition graphics, brochures, books and publications for an international industrial designer and manufacturer  
year 1994-1997
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client Industry for the Graphic Arts Garzanti Verga, Milano (Italia)  
the project **Corporate brochure**  
roles Art director, production artist  
objective Create a 16 page corporate brochure  
year 1996
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client City of Melegnano-Department of Culture, Melegnano (Milano,Italia)  
the project **IL PERDONO DI MELEGNANO**  
roles Art director, production artist  
objective Posters and brochures for an historical festival that began in the middle of the 15th Century  
year 1991-1996  
visit [www.pantheondesign.com/PerdonoMelegnano-91.html](http://www.pantheondesign.com/PerdonoMelegnano-91.html)
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client Architect Claudio Maglio, Melegnano (Milano, Italia)  
the project **Color design for the municipal building of Cervignano D'Adda, Milano (Italy)**  
roles Color designer  
objective Create the exterior color design for a municipal building to improve the urban/human environment  
year 1995  
visit [www.pantheondesign.com/UrbanColor-Cervignano.html](http://www.pantheondesign.com/UrbanColor-Cervignano.html)
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client Architect Claudio Maglio, Melegnano (Milano, Italia)  
the project **Color design for the "SKYSCRAPER of Melegnano"**  
roles Color designer  
objective Create the exterior color design for a residential 10 story building to improve the urban/human environment  
year 1994  
visit [www.pantheondesign.com/UrbanColor-Melegnano.html](http://www.pantheondesign.com/UrbanColor-Melegnano.html)
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client Italian Committee for Aalto/Viipuri  
the project **Corporate design, exhibition graphics, brochures, publications for a not-for-profit organization**  
roles Art director, production artist  
objective Create a variety of works from corporate design to exhibition graphics, brochures, video, CD-rom, packaging, books and publications for AALTO/VIIPURI, a project in support of the restoration of the municipal library of Viipuri (Russia) designed by Alvar Aalto in 1935  
year 1994-1997  
visit [www.pantheondesign.com/Aalto-book\\_cover.html](http://www.pantheondesign.com/Aalto-book_cover.html)

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client City of Genoa (Italy)  
the project **Christopher Columbus: The Ship and The Ocean.  
International exhibition (world's fair) in Genoa, Italian Pavilion**  
roles Art director, production artist  
in collaboration with Studio Origoni and Steiner of Milano  
and Renzo Piano Building Workshop of Genoa  
objective Create corporate image, environmental graphics for interior and exterior  
(including very large scale graphics) for the Italian Pavilion  
year 1992  
visit [www.pantheondesign.com/Colombo1992-01.html](http://www.pantheondesign.com/Colombo1992-01.html)

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client PININFARINA, Torino (Italy)  
the project **Exhibitions of PROJECT AND PRODUCT BY PININFARINA**  
roles Art director, production artist  
in collaboration with Studio Origoni and Steiner of Milano  
objective Create a corporate image, stationery, invitation card, brochure,  
environmental graphics for two exhibitions of projects  
and products by Pininfarina  
year 1991 and 1994  
visit [www.pantheondesign.com/PF-01.html](http://www.pantheondesign.com/PF-01.html)

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client FIAT-ALFA ROMEO, Milano (Italy)  
the project **Exhibition  
L'AUTOMOBILE A MILANO, 1879-1949: design and production**  
roles Art director, production artist  
in collaboration with Studio Origoni and Steiner of Milano  
and Renzo Piano Building Workshop of Genoa  
objective Create a corporate image, stationery, invitation card, brochure,  
environmental graphics for interior and exterior for the exhibition  
year 1990  
visit [www.pantheondesign.com/AutoMilano-01.html](http://www.pantheondesign.com/AutoMilano-01.html)

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client City of Lodi (Italy)  
the project **Antological and historical exhibitions  
I PIAZZA DA LODI: a family of painters of the 15th century**  
roles Art director, production artist  
in collaboration with Studio Origoni and Steiner of Milano  
objective Create corporate image, stationery, invitation card, book, environmental  
graphics for the interior and exterior of the exhibitions  
year 1989  
visit [www.pantheondesign.com/AutoMilano-01.html](http://www.pantheondesign.com/AutoMilano-01.html)

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client ALUMIX Group, Milano (Italy)  
the project **Corporate image for the ALUMIX Group**  
roles Art director, production artist  
in collaboration with Studio Origoni and Steiner of Milano  
objective Create corporate image, stationery, greeting card, manual of usage,  
corporate magazine for a group of 14 Italian companies that manufacture  
products in aluminum  
year 1988-1991  
visit [www.pantheondesign.com/Corporate\\_Magazines-01.html](http://www.pantheondesign.com/Corporate_Magazines-01.html)

\*  
client Architects Origoni & Steiner, Milano (Italy)  
the project **a variety of graphic, exhibit and environmental design**  
roles Art director, production artist  
objective Create corporate images, stationery, invitation cards, brochures, books,  
exhibit and environmental graphics for cultural and trade events  
year 1988-1992

\*  
client City of Melegnano-Department of Culture (Milano, Italy)  
the project **a variety of graphic design**  
roles Art director, production artist  
objective Create invitation cards, brochures, publications, posters for cultural events  
and conventions  
year 1987-1997