

# Paolo Pascolo

Co-owner & Creative Director at Imille. Co-founder at inVRsion.

p.pascolo@imille.it

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## Summary

• Imille srl Creative Director and owner (2004 - present) • Honda Motorcycle R&D Europe Colour Designer and Trend Hunter (2001 - 2003) • Grey Worldwide - Sapient - Publicis - Mcann Ericsson - Filmaster Group Art Director free-lance (2000 - 2002) • Moschino Graphic Designer and Textile Designer (1996 - 2000)

## Specialties

New media consulting, content providing, branding and advertising. IMILLE deals with integrated business to business communication with a strategic, technological and creative approach.

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## Experience

### **Creative Director and Owner at Imille**

January 2004 - Present (11 years 9 months)

Paolo is a founding member and chairman of Imille where is leading the creative department. Started in 2004 by four professionals with a decade of experience in communication and new media, Imille is a digital agency that bring together passion for new technologies with strong branding and marketing skills.

*3 recommendations available upon request*

### **Teacher at IED**

1996 - 2008 (12 years)

Paolo held several courses at the graphic design department. Corporate identity, Editorial design (from 1996 to 2002). Thesi project (2008). Workshops in collaboration with Pirelli (1999 / 2001) and Midland F1 (2005). Product Design Masters in collaboration with Rossignol, Piaggio, Mini and Whirlpool. (2003 / 2004).

### **Colour Designer and Trend Hunter at Honda R&D Europe**

June 2001 - December 2003 (2 years 7 months)

Honda asked Paolo to seek and hunt fashion and automotive trends. The researches were collected in mood board reports. Following these results new colour ranges and product graphics have been produced for Honda's Scooters and Motorcycles in 2002 and 2003.

*1 recommendation available upon request*

### **Textile and Graphic Designer at Moschino**

September 1996 - September 2000 (4 years 1 month)

In tune with the maison's style Paolo designed textile prints, t-shirts and scarves for all Moschino's Man and Woman collections. Along four years he also designed invitations and flyers for fashion shows and parties.

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## Languages

**English**

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## Skills & Expertise

**Creativity Coaching**

**Team Leadership**

**Graphic Design**

**Corporate Identity**

**New Media**

**Multimedia**

**Integrated Marketing**

**Fashion**

**Art Direction**

**Digital Strategy**

**Creative Strategy**

**Branding & Identity**

**Marketing Communications**

**Digital Marketing**

**Creative Direction**

**Advertising**

**Web Design**

**Web Project Management**

**User Interface Design**

**Logo Design**

**Social Media**

**Interaction Design**

**Marketing**

**Adobe Creative Suite**

**User Experience**

**Typography**

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## Education

**Istituto Europeo di Design**

Master, Graphic Design, 1989 - 1994

*I recommendation available upon request*

**Istituto Statale d'Arte**

Bachelor of Art, Graphic Design, 1984 - 1989

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## Honors and Awards

IKA Award 2014 "Barilla, Pan di Stelle Magic Star" (Best Social Media Advertising Food) IKA Award

2014 "Italcementi i-Nova" (Best Business to Business) IKA Award 2013 "Barilla, Capture the Pasta" (Best Mobile App) ADCI 2012 Bronze "Barilla, Fan di Stelle Magazine" (Social Network) IAB MIXX 2012 "Top

Wines" (Best Mobile App) IKA Award 2011 "Barilla, Piccolini" (Best Premiere) IKA Award 2011 "Barilla, Pan di Stelle" (Best Advergame) IKA Award 2010 "Barilla, Pan di Stelle" (Best Food & Beverage Website) Wolda Award 2009 "Erregierre" (Logo Design) Wolda Award 2009 "Shoot in the Alps" (Logo Design)

## Interests

art, photography, literature, typography, music, skiing, tennis

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## 5 people have recommended Paolo

"Thanks to mr. Pascolo's creativity, Pan di Stelle brand has been the nr. 1 for fans in Italy as pure italian brand, since I've been working for Barilla. Mindful, smooth, deep, his thoughts have often done the difference"

— **Pepe Moder**, was Paolo's client

"Paolo is a very challenging person, always trying to give the best he can to meet the client needs. He has a great taste and understanding. He is always open to experiment new paths. It's always a pleasure to work with him and his team."

— **Luca Fantini**, *Director / Director of Photography, imille srl*, worked with Paolo at Imille

"He is IMILLE President and Senior Art Director."

— **Matteo Esposito**, *Owner, IMILLE srl*, worked directly with Paolo at Imille

"Paolo is one of the best graphic designers we ever hired at Honda Motorcycle R&D. His work is always at the highest level of creativity and always exceeded our expectations. He contribute to the success of some of the European best selling Honda models."

— **Riccardo Garbarino**, was Paolo's client

"Paolo was a great role model and inspiration for my professional career, Thanks Paolo!"

— **Emiliano Chinchelli**, *Student, Istituto Europeo di Design - Milan*, studied with Paolo at Istituto Europeo di Design

[Contact Paolo on LinkedIn](#)