

Riccardo De Angelis

CREATIVE DIRECTOR

Born 1978 – based in Rome (IT)
+39 338 7440928
r.deangelis@newmedialover.com
newmedialover.com

PROFILE

Creative director with 20+ years of experience across visual communication, digital design, brand systems, and immersive experiences.

Builds high-quality creative work across campaigns, interactive formats, presentation narratives, and digital environments.

Combines conceptual clarity with hands-on execution, cross-functional leadership, and the practical use of generative AI to accelerate ideation, look-development, and production.

CORE STRENGTHS

Visual systems across touchpoints: campaigns, decks, brand materials, digital experiences, and content ecosystems.

Business-aware creative thinking: translating strategic goals into outputs that are clear, persuasive, and ready to ship.

AI-enabled workflow design: concept exploration, look-development, visual prototyping, and faster production cycles.

Cross-functional leadership: aligning designers, developers, 3D artists, sound and motion specialists from concept to delivery.

Interactive and immersive direction: VR/AR, virtual production, web-based experiences, digital environments, and game-based formats.

PROFESSIONAL EXPERIENCE

Dot Beyond – Creative Director

2024 – Present | Rome

Lead the creative direction of immersive and interactive brand ecosystems across VR, AR, virtual production, web-based experiences, and game-based environments.

Define creative territory, tone of voice, and visual grammar, translating brand objectives into coherent digital experiences from concept to delivery.

Coordinate multidisciplinary teams across 3D, development, sound, and motion while balancing storytelling, visual quality, and production constraints.

Integrate generative AI into research, concept development, look-development, and rapid visual exploration to expand creative range and accelerate execution.

Selected Clients & Projects: Ales, Ducati, Enav, Museo Galileo, Porte del Celio, TIM.

101% – Art & Creative Director

2022 – 2024 | Rome

Led the B2B creative unit, translating complex companies into clear narratives, distinctive identities, strategic decks, digital campaigns, and interactive formats.

Built presentation systems and campaign materials designed to clarify positioning, persuade stakeholders, and maintain high visual standards across channels.

Managed multiple projects simultaneously for premium and international brands while preserving craft, strategic coherence, and speed of delivery.

Selected Clients & Projects: Bulgari, Fendi, Ferragamo, Louis Vuitton, Prada, SKY Arte, TIM, Valentino, Versace, Wuerth.

Gruppo Roncaglia – Senior Art Director

2015 – 2022 | Rome

Led concept and visual development for digital and integrated campaigns across energy, automotive, and consumer sectors.

Mentored junior creatives and collaborated with strategy, account, and production teams to translate briefs into strong visual outputs.

Selected Clients & Projects: Enel, Mercedes-Benz, Ales, Dyson, Volkswagen Group, BAT.

Freelance – Art Director & Digital Designer

2008 – 2015 | Milan / Rome / Cagliari

Delivered identities, websites, campaigns, and digital content for fashion and lifestyle brands, combining concept development with hands-on design execution.

Worked across multiple client contexts, adapting quickly to different brand codes, timelines, and stakeholder expectations.

Selected Clients & Projects: Giorgio Armani, Dolce & Gabbana, Tod's, Roger Vivier, Trussardi, Hogan, Fay, FEB31st, La Cimbali, Esselunga, American Express.

Sol-Tec – Digital Designer & Art Director

2001 – 2008 | Milan

Designed and produced websites, animations, and multimedia products in an early-stage digital agency environment.

Selected Clients & Projects: Banca Intesa, Salmoiraghi & Viganò, V12Design, Teatro La Fenice.

European Institute of Design (IED) – Lecturer

2001 – 2015 | Milan / Rome / Cagliari

Lecturer in Web Design, Interactive Media and Digital Communication.

Scope: Higher education, training future designers in digital methodology, process and visual communication.

ADDITIONAL

Ongoing research and experimentation in generative AI, real-time graphics, immersive media, interactive installations, and digital culture.

Interests: visual arts, fashion, photography, electronic music, video games, surfing, snowboarding, and outdoor activities.