



# Federico Lucchesi

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<b>Education</b>	09/2018-Today	<b>Phd in Communications</b> <b>USI - Università della Svizzera italiana, Lugano, Switzerland</b> <ul style="list-style-type: none"><li>• Scientific contributions and publications:</li><li>• Scientific articles:<ul style="list-style-type: none"><li>• Lobinger K., Venema R., Tarnutzer S., Lucchesi F. (2021) What is Visual Intimacy? Mapping a Complex Phenomenon, <i>MedieKultur. Journal of media and communication research</i>, 37 (70):151-176.</li></ul></li><li>• Conferences<ul style="list-style-type: none"><li>• Lucchesi F. (2022) Limited uses but important social functions: Maintaining romantic relationships through visual interpersonal communication on Social Network Sites. Full Paper Poster Presentation at the 72th Annual Conference of the International Communication Association (ICA) "One world, one network?". Paris. May, 26-30</li><li>• Tarnutzer S., Lobinger K., Lucchesi F. (2022) Enge soziale Beziehungen in der Schweiz im Zeitalter der vernetzten Fotografie. Studienergebnisse und Plädoyers für die Erforschung von Bildern und bildbezogenen Praktiken. SACM Annual Conference   SGKM Jahrestagung 2022. Zurich. 21.04.22-22.04.22</li><li>• Lucchesi F. (2021) Why do we visually 'talk' on social network sites? – The role of SNS in romantic relationships' interpersonal communication universe: a participatory visual approach. International Visual Methods Conference 7 (IVMC7). Digital Presentation. Cape Town. December, 13-15</li><li>• Lucchesi F., Tarnutzer S., Lobinger K. (2021) Let's play together: Fostering intimacy through playful visual practices in close social relationships. Digital Intimacies Conference 7. Digital Presentation.. Brisbane. December, 6-7</li><li>• Tarnutzer S., Lobinger K., Lucchesi F. (2021) Baked bunnies, home-made banana bread and video call-gardening. Transformation and stability of visual communication practices in close social relationships in times of COVID-19.. Full Paper Presentation at the 71th Annual Conference of the International Communication Association (ICA) "Engaging the Essential Work of Care: Communication, Connectedness, and Social Justice". Virtual Conference. 27-31 May 2021</li><li>• Lucchesi F., Tarnutzer S., Lobinger K. (2020) Adapting methodologically to COVID-19: The combination of visual and verbal data for grasping changes in visual intimacy practices. Digital Intimacies Conference 6 "Connection in Crisis", Digital Presentation. Sydney. December, 7-9</li><li>• Lobinger K., Venema R., Tarnutzer S., Lucchesi F. (2020) Visual Intimacy. Conceptualization of a Complex Concept. Full Paper Presentation at the 70th Annual Conference of the International Communication Association (ICA) "Open Communication". Virtual Conference. May, 20-26</li><li>• Tarnutzer S., Lucchesi F., Venema R., Lobinger K. (2019) Content and Context in Visual Elicitation. Where is the Visual Content in Visual Methods?. International Visual Methods Conference 6 (IVMC6). Bucharest. July 16-19</li><li>• Tarnutzer S., Lucchesi F., Lobinger K. (2019) Methods on the Move. Grasping the Complexities of Visual Communication Practices with Repertoire-oriented Approaches. ECREA TWG Visual Cultures Conference. Ljubljana. September, 4-6</li><li>• Lucchesi F., Tarnutzer S., Lobinger K. (2019) Visual Intimacy – Moving towards an overall conceptualization. ECREA TWG Visual Cultures Conference. Ljubljana. September, 4-6</li><li>• Lucchesi F., Tarnutzer S., Lobinger K., Venema R. (2019) Follow (up) the Visual. Building Continuity within Sets of Interviews through Visual Methods. International Visual Methods Conference 6 (IVMC6). Bucharest. July 16-19</li></ul></li></ul>
	09/2017-01/2018	<b>High Specialization in Digital Marketing</b> <b>ACTL, Milano, Italy</b> <ul style="list-style-type: none"><li>• National Certification in Social Media Marketing, Digital PR, Digital Advertising, Mobile Marketing, SEO, SEM, DEM, WordPress.</li></ul>
	01/2016-03/2016	<b>Critical Writing for Movies and TV Series</b> <b>Scuola Civica di Cinema, Milano, Italy</b>
	09/2013-02/2016	<b>Marketing Communications</b> <b>International Advertising Association, New York, United States of America</b> <ul style="list-style-type: none"><li>• Double parallel award obtained with MA</li></ul>

	09/2013-02/2016	<b>Master Degree in Communication for Business, Media, and Organizations</b> <b>Università Cattolica del Sacro Cuore, Milano, Italy</b> <ul style="list-style-type: none"> <li>• Final Grade: 110 cum laude/110</li> <li>• Profile: Marketing Management</li> <li>• Additional Professional Workshops: "Dramaturgic Production for Companies".</li> </ul>
	09/2010-09/2013	<b>Bachelor Degree in Media Languages</b> <b>Università Cattolica del Sacro Cuore, Milano, Italy</b> <ul style="list-style-type: none"> <li>• Final Grade: 110 cum laude/110</li> <li>• Profile: Journalism</li> <li>• Additional Professional Workshops: "Journalistic Writing", "Ideation and Analysis of Television format"</li> </ul>
	09/2006-07/2010	<b>Maturità Scientifica P.N.I.</b> <b>Liceo Scientifico Marconi, Milano, Italy</b> <ul style="list-style-type: none"> <li>• Final grade: 85/100</li> </ul>
<b>Professional experience</b>	11/2018-Today	<b>Università della Svizzera Italiana, Lugano, Switzerland</b> <b>Researcher, Teaching Assistant &amp; Lecturer</b> <ul style="list-style-type: none"> <li>• - Qualitative Researcher at the Institute of Digital Technologies for Communication (IDTxC), within the SNF project "Visualized Relationships - Functions and Problems". November 2018 / ongoing.</li> <li>• - Teaching Assistant and Lecturer for the Communication Bachelor Course ICT, Media &amp; Society. September 2019 / ongoing.</li> <li>• - Elected Member of the Academic Senate. September 2021 / ongoing.</li> <li>• - Speaker within the panel "Students and Teachers: What Engages Us?". EduHub Days 2022. 15-16 February 2022.</li> <li>• - Lecturer: "Non-verbal communication in the digital era", Swiss Digital Days, Scuola Cantonale di Commercio di Bellinzona, 8-10 November 2021.</li> <li>• - Board Member of the COM Faculty Complaints Commission. February 2020 / January 2021.</li> <li>• - PhDs Representative in the COM Faculty Council</li> <li>• October 2019 / September 2020.</li> </ul>
	03/2018-09/2018	<b>24hAssistance, Milano, Italy</b> <b>Event Manager, Content Marketing &amp; PR</b> <ul style="list-style-type: none"> <li>• Event Manager; Design and development of online/offline marketing content, internal and external communication activities. Press &amp; media relations Manager.</li> </ul>
	01/2013-05/2018	<b>Fool Moon, Milano, Italy</b> <b>Communication Manager</b> <ul style="list-style-type: none"> <li>• Social web strategy, Public Relations (students, production companies, cinemas, universities, and other institutions), Cineforum Anchorman.</li> </ul>
	10/2015-03/2018	<b>Nonsoloambiente, Milano, Italy</b> <b>Journalist</b> <ul style="list-style-type: none"> <li>• Journalist for the digital environmental journal "Nonsoloambiente.it". Writing about environment, climate, sustainability, waste, and circular economy.</li> </ul>
	09/2015-03/2018	<b>Vox RadioWebzine, Milano, Italy</b> <b>Journalist</b> <ul style="list-style-type: none"> <li>• Journalist and Editorial Coordinator for the cultural area, with a focus on "Cinema" and "Theatre".</li> </ul>
	03/2016-05/2017	<b>Periscope Srl, Milano, Italy</b> <b>Market Research Manager</b> <ul style="list-style-type: none"> <li>• Qualitative market researcher. Client Briefing/Debriefing, IDIs, focus groups, ethnographies; qualitative thematic analysis; writing field reports. Clients: Nestlè, Bic, Cartoon Network, Camel, Lyreco, Mitsubishi, Obi, Philips.</li> </ul>
	03/2014-06/2014	<b>Ventura S.p.a., Milano, Italy</b> <b>Copywriter</b> <ul style="list-style-type: none"> <li>• Copy within the Supplier Product Marketing area. Content Editor and Content Creator for advertising and marketing purposes: online ads, web content, press reviews, editorials, brochures, and magazines.</li> </ul>
	10/2013-01/2014	<b>STF, Magenta, Italy</b> <b>Social Media Manager</b> <ul style="list-style-type: none"> <li>• Project associate: team leader of a working group that provided advice on the social media management strategies adopted by the company.</li> </ul>

11/2012-02/2013	<b>SKY Italia, Milano, Italy</b> <b>Journalist</b> • Editorial work for the all-news TV channel SkySport24. Texts, headlines, outlines, stand-up, highlights, TV blobs, web news, and sport commentary.
03/2011-03/2012	<b>Il Diciotto, Milano, Italy</b> <b>Journalist</b> • Journalist and reporter for the local journal "Il Diciotto".
01/2009-06/2009	<b>Radio 21, Milano, Italy</b> <b>Radio Speaker</b> • Format designer and radio speaker regarding cultural and sportive broadcasts.

**Languages skill** **Italian** mothertongue; **English** advanced - C1; **French** basic - B1; **Norwegian** basic - A1; **Spanish** basic - A2.

**IT skills** Windows, Word, Excel, PowerPoint, Photoshop, Wondershare Fimora, Facebook, LinkedIn, Twitter, Pinterest, Instagram, Google+, TikTok, Explorer, Chrome, Safari, Firefox, Opera, CMS, WMC, Wordpress, Avid iNews, Avid iNews Instinct, Google Analytics, SEO, nVivo, SPSS.;

<b>Additional information</b>	05/2020-Today	Founder and Director, Trekking Ticino Under 30, Lugano, Switzerland
	03/2009-Today	Owner of Swiss Driving Licence - Type B, Lugano, Switzerland
	11/2010	Poetic Exhibition, Circolo Culturale Bertolt Brecht, Milano, Italy
	Interests	Hiking / Public Speaking / Sports / Psychology / Environment / Mindfulness / Self-improvement