

Next Friday, Inc.  
559 Grand Street  
Brooklyn, NY 11211  
Cell 917-330-3687

# NextFriday

[lucio@nextfridaydesign.com](mailto:lucio@nextfridaydesign.com)  
[www.nextfridaydesign.com](http://www.nextfridaydesign.com)

## Lucio Zago

I consider myself a visual facilitator. I am committed to each endeavor I face. Design is my life and every project enriches me. My real responsibility lies in implementing the challenge I am presented with, as well as thinking further in the direction of the optimum goal. By listening and understanding the client's mission, I am able to frame the scope of possibilities, originate clear means and ultimately realize it through the breadth of my experience and propensity for freshening my approach.

My best work is the NEXT. Throughout the past 20 years I've been creating vehicles of communication in a variety of directions that have lead me to this moment. After receiving my degree in Graphic Arts from The Basel School of Design, I was immediately hired as the art director for the advertising departement at Ciba-Geigy Pharmaceuticals. Europe's rich history and tradition tied with a strong sense of cultural resilience and progress gives me a solid platform to continue to build on.

Moving to New York presented new opportunities to work within large and small advertising agencies both as designer and art director. By adapting to the diversity of my clients needs and being fortunate to arrive at a time when an economic boom was propelling the progress of technology, I was able to expand my scope of thinking.

The ground was level and suitable at this point to partner and form Zago Oshima Fehr, Design (ZOF). In 1994, I joined forces with my brother, Nereo Zago, to create Zago Design, Inc. In both cases, I had the occasion to develop not only my aesthetic, but my sensibility of running my own business and thus gain a better understanding from my clients' perspective. This lead me to embark on more independent projects that more suitably fit my talents, working as a free agent until 2006.

Throughout this time I have been recognized for my achievements and innovations to the design field. Having the background of a European approach with the American spirit of moving forward has helped me weave the fabric of different worlds of communication together. But what continues to drive me is the bettering of each. I take on a project as a venture between my clients needs and my creative evolution. I believe in stretching out a knitted problem, finding the common threads that bind it and creating, a solution.

I am Lucio Zago, NEXT FRIDAY.

## Professional Experience

00 -06

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**Lucio Zago** Graphic design  
Design Consultant  
Brooklyn, NY

Designer

94 - 00

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**Zago Design, Inc.**  
Design and Related Media  
New York, NY

Founder / Creative Director

93 - 94

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**ZOF, Inc.**  
Visual Communications  
New York, NY

Founder / Creative Director

92 - 93

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**Brannigan DeMarco Inc.**  
Pharmaceutical Advertising  
New York, NY

Art Director  
Responsible for design in  
advertising and corporate  
identity

91 - 92

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**Jensen Communications Group**  
Corporate Communication  
New York, NY

Art Director  
Responsible for design in  
employee management  
and internal communications

89 - 91

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**Ciba Geigy Pharmaceuticals**  
Advertising Department  
Basel, Switzerland

Art Director  
Responsible for corporate  
design programs, visual  
concepts, packaging,  
advertising, annual reports,  
and illustration

88

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**Alben + Faris**  
Design and Communications

Graphic Design Internship  
Responsible for design and  
production

87 - 93

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Various freelance projects

## Clients / Projects

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- ALG, Internal Communications
- Concrete Alliance, Inc., Corp. ID
- Techmer PM, Corp. ID
- Novartis, Internal Communications
- Consolidated Carpet, Corp. ID

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- UPS, Intranet Website
  - Pfizer, Internal Communications
  - Douglas Elliman, Brochures
  - Consolidated Carpet, Corp. ID
  - CityBird Airline, Ad Campaign

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- PepsiCo, Internal Communications
  - Citibank, Internal Communications
  - Hoffman LaRoche, Newsletters
  - St.Claire's Hospital, Patient Literature
  - Lever Brothers, Publications

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- Medical Cosmetics Corporation,  
Corp. ID
  - Ophthalmic Laser Endoscope,  
Corp. ID

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- NYNEX,  
Stock Option Plan Program
  - PepsiCo,  
Stock Option Plan Program
  - Jensen Communications Inc.,  
Corp. ID

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- New Identity Program for the  
Ciba-Geigy Advertising Department
  - Recruitment Campaign for  
Ciba-Geigy's Apprenticeship Program
  - Educational Materials for the  
Total Quality Management Program

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- Identity Program for the  
Historic Hudson Valley

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## Education

**84 - 89**

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Basel School of Design

Five-year Undergraduate / Graduate program in Graphic Design with specialization in drawing, letterform design, symbol programs, typography and photography. Federal diploma in Graphic Design, April 1989.

**89**

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SAWI

One year course for working professionals in advertising management and marketing

## Awards

**99**

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Fox River Paper Award

Creative Use of Paper

**95**

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Print Magazine

Promotional Design Award

**94**

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Art Director's Club New York

National and International Award for Public Service Design - Silver

**91**

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Art Director's Club, Switzerland

Promotional Design Award - Bronze

## Languages

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Fluent in:  
English, German, Italian, French