**Luciano Rocha**

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**Personal Profile**

Creative and entrepreneurial professional with a proven track record in conceptualising and executing unique art projects. Founder of House of Frisson, specialising in manual and digital collage art, and community-engaging workshops. Adept at managing all aspects of a creative business, from artistic creation to marketing and sales. Passionate about fostering artistic expression and connecting with diverse communities through innovative art initiatives.

**Professional Experience**

**House of Frisson** *Founder and Collage Artist* July 2022 – Present

* Conceptualising and creating unique collage art pieces for exhibitions, private commissions, and public installations.
* Creating digital designs for printing on merchandising products and giftware, such as posters, greeting cards, coasters, cushion covers, tote bags, badges, and fridge magnets.
* Organising and leading creative workshops, including paper collage on ceramics, to engage and inspire diverse communities.
* Collaborating with local councils and organisations, such as Haringey Council, on community art projects and workshops.
* Managing brand identity, designing promotional materials, and maintaining a strong social media presence.
* Showcasing, interacting, and selling art at arts and crafts events, markets, and art exhibitions.
* Building a dedicated following and community of supporters for House of Frisson.

**Fenn Wright Manson, John Lewis Oxford Street** *Sales Assistant* November 2015 – January 2019

* Delivered high standards of customer service and merchandising.
* Reported and provided feedback to head office, handled customer inquiries and complaints.

**Gerard Darel Retail, Peter Jones** *Sales Assistant* October 2011 – July 2015

* Ensured high standards of customer service and visual merchandising.
* Managed stock taking, replenishment, and deliveries.

**Ghost Retail, HOF Oxford Street & St Christopher's Place** *Sales Assistant* July 2009 – November 2010

* Provided customer service, merchandising, stock control, and sales reporting.

**Star Recruitment Consultancy Ltd** *Sales Assistant* August 2008 – June 2009

* Worked at various major department stores in perfumery, managing customer service and stock control.

**British Heart Foundation, Camden** *Volunteer Sales Assistant* January – June 2008

* Assisted in customer service, window dressing, pricing, and stock display.

**Education**

* **TQUK Level 2 Certificate in Digital Marketing,** LMP Education, August – October 2024
* **Fashion, Art and Design BTEC Certificate Level 2,** Caramel Rock, January – June 2022
* **Jewellery Beginners,** City Lit, September 2019 – March 2020
* **Excel 2016: Essentials,** City Lit, September – October 2019
* **An Introduction to Word 2016,** City Lit, September – October 2019
* **Professional Photo, Film, TV & Personal Stylist’s Course,** British College of Professional Styling, March – June 2011
* **Various Art and Design Courses,** Mary Ward Centre, London, 2007-2008: Creative Fashion Design, Life Drawing, Printed and Dyed Textiles, and Illustration
* **English Language Courses,** TLSI School and Callan School, 2004-2006
* **Degree in Architecture and Urban Planning,** Universidade Catolica de Goias, Goiania, Brazil, 2002

**Skills**

* Collage Art
* Creating Digital Designs for Printing on Merchandising and Giftware
* Workshop Facilitation
* Digital Marketing
* Project Management
* Creative Problem-Solving
* Customer Service

**Languages**

* **Portuguese:** Native
* **English:** Fluent (written and spoken)

**References**

Available upon request.