



FRANCESCA FALABELLA
Product and Event Designer

Hi, I’m Francesca! I am a product & event designer passionate about crafting meaningful and engaging experiences that connect people, ideas, and emotions. Known for my upbeat energy and strong sense of responsibility, I approach every project with enthusiasm and care. Outside of work, my favorite ways to recharge are spending time in nature, playing different sports, and learning how to mix music as a DJ. Feel free to explore my portfolio to discover my latest projects and get to know my creative approach!

PROFILE

18/05/2001
Milan, Italy
Lisbon, Portugal

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Rhinceros
Blender
Keyshot

LANGUAGES

Italian - native
English - fluent
Portuguese - basic

Manual sketching
Figma
Affinity
Office suite
AI Tools
Rekordbox

WORK EXPERIENCE

Welcomist Loro Piana
Boutique via Montenapoleone 27. Milan, Italy
April 2026 -

As a Welcomist at the Loro Piana flagship in Via Montenapoleone, I am the first touchpoint for an exclusive international clientele. I manage the boutique’s daily flow by greeting clients, directing them to available Client Advisors, and gracefully handling wait times with dedicated hospitality. Alongside delivering pre-prepared orders and assisting with daily operations, I maintain a meticulous eye on the store environment, ensuring every detail meets the brand’s highest luxury standards.

Obrigadissimo Communication manager
Lisboa, Portugal
April 2025 - March 2026

Communication Manager at Obrigadíssimo, a community founded in November 2024 in Lisbon. Managed relationships with videomakers and suppliers, created social media content, and oversaw merchandise design and production. Planned and coordinated events and activities, including sports, cooking classes, nightclub evenings, swap parties, day trips, and special trips such as the Morocco event. Developed strong organizational, multitasking, and team coordination skills to ensure engaging experiences for the community.

University collaborations with Panasonic
Politecnico di Milano, Milan, Italy
May 2023 - June 2023

The theme explored was “Working Space in 2030,” focusing on the future of workplaces as flexible and technologically advanced environments. Virtual and augmented reality will play a central role, supporting mobility and remote work. Equal importance is given to employee well-being, with inclusive and calming offices featuring dedicated areas for relaxation and meditation. These environments aim to foster a healthier work-life balance and sustain long-term productivity.

Hostess, Photomodel & Event Assistant
Milan, Genoa, Lisbon
September 2022 -

Experience in the fashion and design event industry in Milan as hostess, photomodel, and standing model. Gained strong knowledge of how events are structured and managed, handling guest reception, floor coordination, and organizational support. This role enhanced my skills in operational management, problem solving, and client relations within dynamic and high-visibility environments.