



FRANCESCA SANFILIPPO

UX DESIGNER / ART DIRECTOR

ZURICH, SWITZERLAND

CONTACT:

+41 077 5206082

INFO@FRANCESCASANFILIPPO.IT

PORTFOLIO: WWW.FRANCESCASANFILIPPO.IT

PERSONAL DATA

born on 19th March 1979 - actual address in Zurich area at Glattpark-Opfikon, Wright-Strasse, 48 Permit B
e-mail: info@francescasanfilippo.it
Ph: +41 077 5206082 // +39 340 9840598

LANGUAGES

German: B2 level (able to work in German)
English: B2 level (able to work in English)
French: elementary proficiency
Spanish: elementary proficiency
Italian: mother tongue

PROFILE

I'm Francesca Sanfilippo, I've been working in NewMedia and advertising for over 15 years.

Intuitive, resourceful, enterprising Visual Creator, possessing a significant background in delivering a variety of creative media and visual communication solutions to individual clients, business owners and various corporations.

I am able to handle multiple projects without giving in to stress. I am a hardworking individual that is self-motivated to accomplish my tasks for the day. I am a highly-skilled individual capable of learning more and adapting to her environment.

WHAT CAN I DO

Management:

- deliver well in multiple projects
- organize tasks accordingly
- guide (or be guided) a team in a project

User-centered Design:

- use successfully design thinking method
- brainstorm and create original ideas
- create an efficient User Experience Design

Advertising and communication:

- create unique cross-media campaigns
- make the difference in a brand identity
- create poliedric and visionary concepts

Visual arts:

- passing through illustration, photography and video with professional skills

ADDITIONAL INFORMATION

Press experience:

- editor and journalist in local newspaper (Italy)

Social services experience:

- one year volunteer center for the disabled
- two years of voluntary summer camp
- three years of voluntary association recreation
- six months of volunteer senior center.

Music experience:

- 13 years in a Big Band with the qualification of clarinet solo
- four years in choir and rock band with qualification of singer
- good knowledge of the music industry

Sports:

- ten years of ballet and contemporary dance
- instructor of Zumba® (actual)
- martial arts (two years kung-fu, one year Judo)

WORK EXPERIENCES

May 2019 - September 2019

Graphic designer

Perfecthair AG

Skills: Brand Identity, Graphic assets, Social Media graphics, problem solving

November 2018 - actual

Local Leader

The Interaction Design Foundation - Zurich (IDF)

As Local Leader of IDF Zurich I organize meet-ups, workshops, brainstorming, events to create a vibrant community of UX designers and related professionals in Zurich

February 2018 - June 2018

Art Director and graphic designer

Artemperature (Zurich)

Skills: art direction, social media advertising, strong knowledge of brand identity (restyling logo and stationery), problem solving, BtL, Atl

January 2016 - December 2017

Art Director

Self employed (During Maternity)

Creation of Concept and Brand Identity of Peace&Mum, FacebookPage and Blog PeaceandMum.com

Art direction, brand design (Logo Design), social media management

January 2014 - December 2015

Art Director

A-Tono

Clients: Kia Motors, Chanel, 3M (Post-it), Coty, San Carlo, Best Western, Amuchina, Aquafresh, Polara

Skills: art direction, strong knowledge of brand identity, leadership and problem solving, BtL, Atl

Januar 2013 - December 2014

Art Director

Codemachine

Clients: ScientiaMobile, Realprotection, Blog4Mob

Skills: strong knowledge of graphic assets and icon design, art direction, brand identity

Jan 2008 - December 2012

Art Director

PT Communication

Clients: Italservices (Metjeans), Piaggio, Lamborghini calor, Valdo Spumanti, Skipper, Tunap, Australian

Skills: art direction, graphic and web/app design, promotions, BtL, Atl

From December 2000 - March 2008

Midastudio, Graphic and web designer

Develon, Graphic and web designer

H-Farm (H-Art), Flash Designer

Oot, Flash Designer

Garmusic/Nexus, Owner, Administrative and commercial referent

Elpicomp, Graphic and Web Designer

Trenet, Graphic and Web Designer

Università degli studi di Udine, IT System Assistant

Some personal project as a freelance

Art Director, Graphic and Web designer / Photographer / Visual Creator

Art direction, direction, illustrations and photography of Stop Motion "Dry Water", Bologna Water Design (2013)

Photographer Backstage, scene of "books" on the video "L'essenziale" by Marco Mengoni (2013)

Art direction, art exhibition event "Essenza Coreutica" (2007)

EDUCATION

Certifications

UX Design: Design Thinking ([certificate](#)), **User Experience** ([certificate](#)), **Human-Computer Interaction - HCI** ([certificate](#)), **Become a UX Designer from Scratch** ([certificate](#)), The Interaction Design Foundation
Viral Marketing and How to Craft Contagious Content ([certificate](#)), Coursera

Design, Communication and Art Direction Courses

Art Direction and Visual Communication, teacher Gianluca Regnicoli, Noetica
Publishing and Interactive Typography, IED Istituto Europeo di Design

Bachelor

Scienze e Tecnologie Multimediali (Multimedia science and technology, BSc level)

Università degli Studi di Udine, Thesis “Analisi sonora del film The Company di Robert Altman” (Sound analysis of movie “The Company” by Robert Altman)

Tecnico Audiovisivo e Multimediale (Audiovisual and Multimedia Technical, BSc level)

Università degli Studi di Udine, Thesis “L’indicizzazione di un sito web” (Indexing of a website)

Video Courses

Stop Motion (1° and 2° level), teacher Stefano Bessoni, Teatro Franco Parenti

Video with reflex, Istituto italiano di Fotografia

Photography Courses (Photo-portfolio: http://www.flickr.com/photos/aileen_)

Language of photography, teacher Guido Cecere, Accademia di Belle Arti di Venezia

Social reportage, teacher Francesco Fantini

Photography Workshop (1° level), Istituto italiano di Fotografia

Dance Photography, teacher Luciano Romano, Accademia Teatro alla Scala

Photography, teacher Annie Leibovitz, Masterclass

Illustration Courses

Digital coloring, Graphic Novel, teacher Emanuele Tenderini

Illustration, teacher Stefano Bessoni, Teatro Franco Parenti

Graphic novel, teacher Antonio Menin

Highschool

Maturità scientifica, Liceo Scientifico E .Mayorana

HONORS, EXHIBITIONS AND AWARDS

Honors

Mediastars, section Internet & Multimedia: Special Star in **Concept Design** to A-Tono for Kia Sportage GPL +

Mediastars, section Internet & Multimedia: Special Star in **Usability** to A-Tono for Kia Views

Member of the jury Mediastars: section Corporate Identity, Packaging Design & Promotions

Photography: “[Acqua come bene comune](#)” (theme: Campaign for public water) **Special mention** of the jurors

Photography: “[150°...](#)” (theme: 150th anniversary of Italian unification) **2nd place**

Video: “[Meetic](#)” on Zooppa.com: **1st place for Concept**

Publication

iBook published: text, illustrations and art direction, [La cascata incantata](#)

Cover photo for the book “[Dove canta la cicala](#)”

[Schmap Stockholm](#) Guide for iPhone: photograph

Exhibitions

Art Exhibition San Donà Fumetto: photographs and digital illustrations

Art Exhibition Bologna water design: video “Dry Water” (Direction, art direction, photography, illustration)

Art Exhibition “Terraè”: Photographs

Art Exhibition “Meeting Comics”: photographs and digital illustrations

Art Exhibition “Essenza Coreutica”: creation of concept, the set, direction, digital Illustration, paints and video

ILLUSTRATION

Frankspaddock

2007

Website, digital illustration



Japan

2011

Illustration to raise funds for Japan



ILLUSTRATION

Clown

2012

Digital illustration, contest "Illustrati", subject "Circus"



Three

2015

Traditional illustrations



PUPPETS FOR STOP MOTION

Jean Pi re

2015

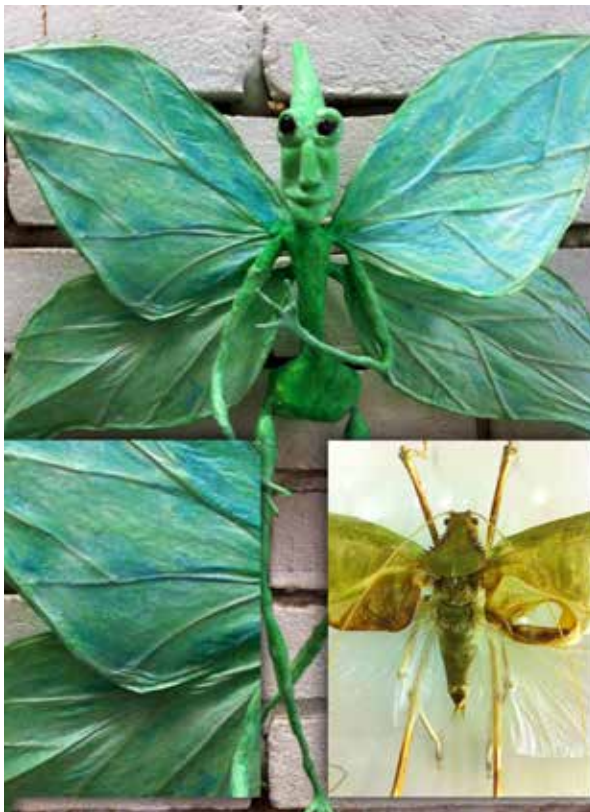
Puppet, Illustration, character design, making off



Mr. Lullaby and Cornelia

2015

Puppets, Illustration, character design, making off



BRAND IDENTITY

Codemachine s.r.l.

2012-2013

Logotipo, corporate image, brand manual, website codemachine.it

Logo

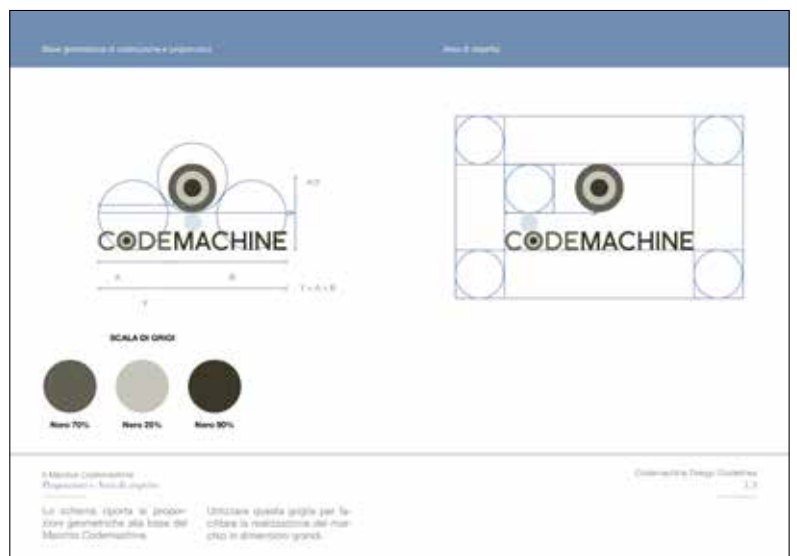
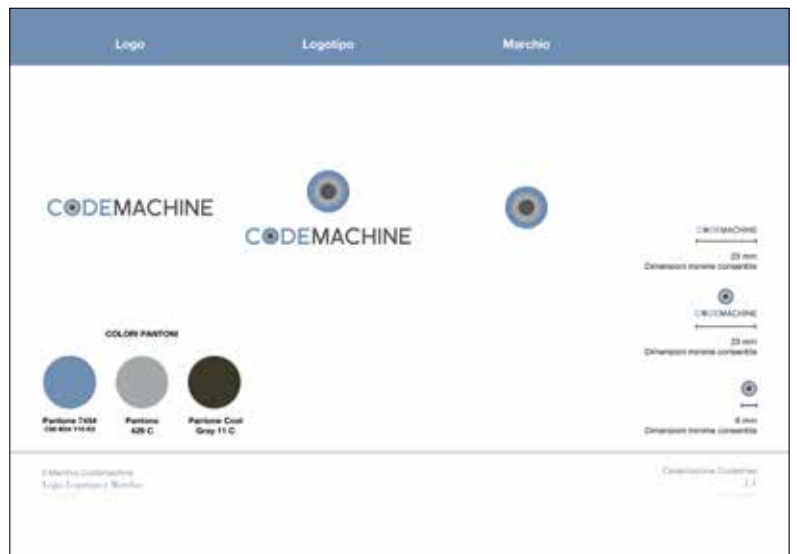
CODEMACHINE

Logotipo



CODEMACHINE

Marchio



PRODUCT CATALOG

Australian

2009

Graphic, shooting, art direction

SHOES COLLECTION 2010



AL802
AUSC01E
C01 01 01 01 01 01
C01 02 02 02 02 02
C01 03 03 03 03 03
C01 04 04 04 04 04
C01 05 05 05 05 05
C01 06 06 06 06 06

AL803
AUSC01E
C01 01 01 01 01 01
C01 02 02 02 02 02
C01 03 03 03 03 03
C01 04 04 04 04 04
C01 05 05 05 05 05
C01 06 06 06 06 06



WEBDESIGN

Kia Motors - Sportage GPL+

2014

Graphic, art direction

kiagplplus.it



Kia Motors - Kia Views (dem + website)

2014

Graphic, art direction, logo design

kiaviews.it



WEBDESIGN

Lamborghini.it - Gruppo Lamborghini

2012

Graphic, art direction



Italservicesspagroup.it - Italservices S.p.A.

2009

Graphic, art direction of Italservices' brands

italservicesspa.com - itsnewsspa.it - jtindustriesspa.it



Cyclejeans.it - Cycle

2010

Graphic, art direction



Safilens - Safilens

2009

Graphic, art direction

Eurofins presenta... Web in HTML, format | Grafico

Safe-Gel 1 day
Dalla Ricerca Italiana
le nuove lenti a contatto
a RICAMBIO GIORNALIERO
con rilascio di Acido Ialuronico

RICHEDI CAMPIONE GRATUITO

DETTAGLI +

L'esperto risponde...
Prato, 37 anni - ingegnere

"Sono un avido portatore di lenti a contatto che uso ormai da parecchi anni. Ho sempre avuto lenti giornaliere. Ora posso finalmente cambiare le lenti più spesso mantenendo la stessa livello di igiene in base annuale. Quando vado a comprare le lenti, cosa chiedo al mio contattologo?"

Safe-gel 1 day le prime ed uniche lenti programmate per l'uso giornaliero. L'utilizzo di queste lenti presenta una serie di indiscutibili vantaggi: sostituire più frequentemente una lente a contatto significa avere una lente più pulita, più confortevole all'uso, più fresca ed idratata. [...]

RICHEDI INFORMAZIONI

NUMERO VERDE
dalle 8:00 alle 17:00
800-202386

Safe-Gel 7 Days
Dalla RICERCA ITALIANA,
le nuove lenti a contatto
SETTIMANALI

segue >>

EUROFINS - CONTACT LENSES
EUROFINS ENGINEERING S.p.A.
EUROFINS ENGINEERING S.p.A. - ITALY
EUROFINS S.p.A. - VIA FORTebraccio 104A - 40138 BOLOGNA

Eurofins presenta... Web in HTML, format | Grafico

Safe-Gel 7 Days
Dalla Ricerca Italiana
le nuove lenti a contatto
a RICAMBIO SETTIMANALE
con rilascio di Acido Ialuronico

RICHEDI CAMPIONE GRATUITO

DETTAGLI +

L'esperto risponde...
Anversa, 44 anni - studente

"La mia settimana è fatta di libri e questioni, attività, palestra e sereno. Ovviamente, non vedo l'ora che arrivi il weekend per andare in giro con le amiche e divertirmi. Ero sempre preoccupata per la scomodità del periodo d'uso delle mie lenti a contatto: quando devo sostituirle? Che accadrà? Semplice e scritto sull'agenda. Con le nuove Safe-Gel basta tutto. Ogni lunedì mattina indosso un paio fresco di lenti, che mi durano tutta la settimana. Facilità e praticità. Questo voglio dalle lenti a contatto."

Ha ragione Anversa.
Certo: quando sostituire le nuove lenti Safe-Gel 7 Days è sicuramente più facile.
Dalla ricerca della Ricerca Italiana, nasce le nuove lenti a contatto Safe-Gel 7 Days. [...]

RICHEDI INFORMAZIONI

NUMERO VERDE
dalle 8:00 alle 17:00
800-202386

Safe-Gel 1 day
Dalla RICERCA ITALIANA,
le nuove lenti a contatto
GIORNALIERE con GEL
GRATUITE

segue >>

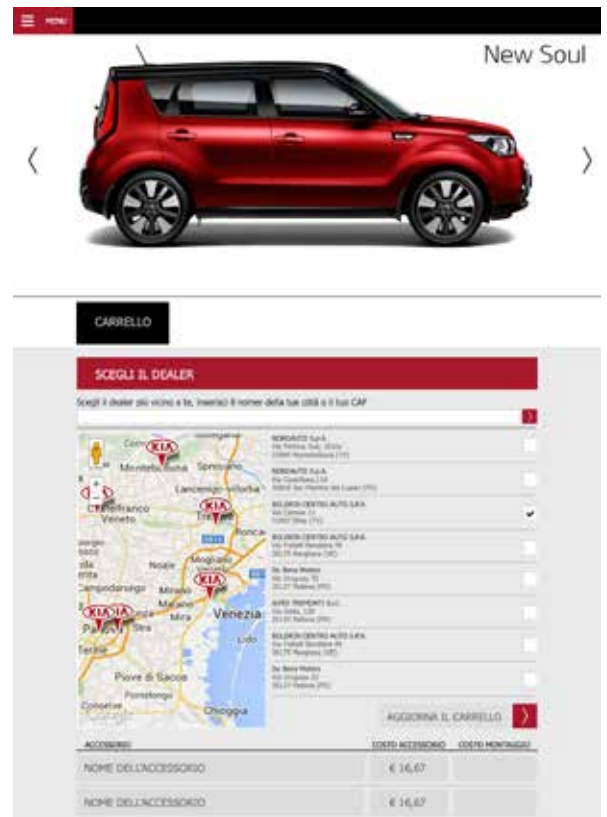
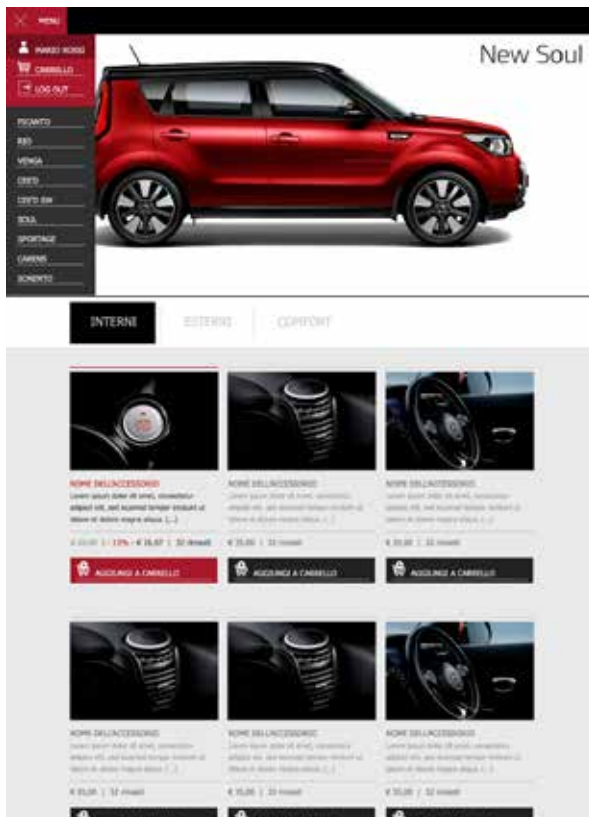
EUROFINS - CONTACT LENSES
EUROFINS ENGINEERING S.p.A.
EUROFINS ENGINEERING S.p.A. - ITALY
EUROFINS S.p.A. - VIA FORTebraccio 104A - 40138 BOLOGNA

CUSTOMER CARE AFTER SALES ON WEB

Website after sales - Kia Motors

2015

Concept, Art Direction



Facebook customer care App - Kia Motors

2015

Concept, art direction



APP/MOBILE

iMet - Met (Italservices S.p.A.)

2010 - 2011 - 2012

Graphic, art direction, user experience



App - HeavyProject e ItsMet (Italservices S.p.A.)

2010 - 2011 - 2012

Graphic, art direction, user experience



APP/MOBILE AND BANNERING CAMPAIGN

App - Chili.tv

2012

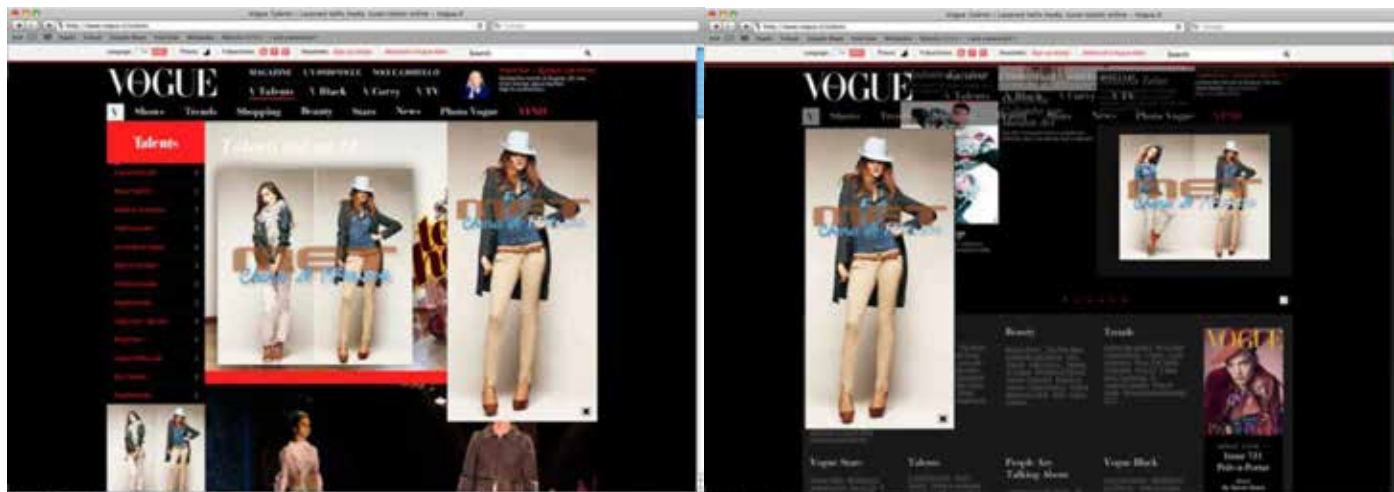
Graphic, art direction, Ui Design



Bannering Campaign Met Chino&Friends to Vogue.it - Chino&Friends

2011

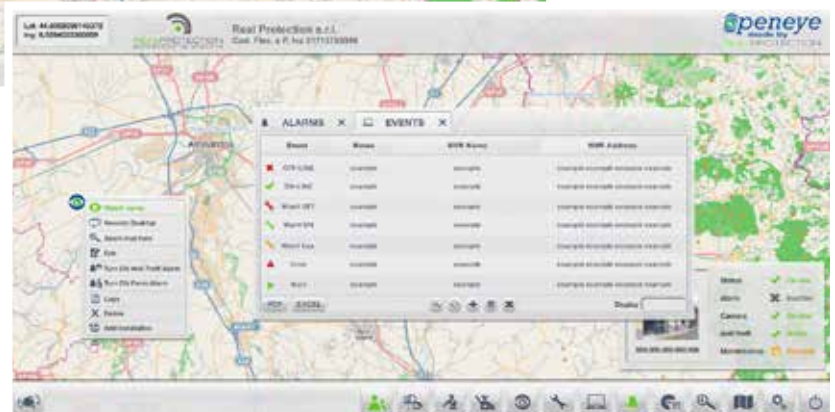
Art direction and flash design



RESTYLING USER INTERFACE

Software - Realprotection's OpenEye 2013

User interface, art direction, icon design



Video Surveillance System



COMPETITIONS

Check&Go - Piaggio

2011

Graphic, art direction



Dal 4 Aprile al 6 Giugno
CHECK&GO!
La tua Primavera da 10 e Lode!

Approfitta subito dei 10 Controlli e potrai VINCERE uno dei 100 FANTASTICI PREMI in palio.

Buona fortuna!

1° Premio

Scarabeo

10 controlli SCOOTER -12€

10 controlli MOTO -24€

eni

aprilia derbi GILERA vespa PIAGGIO scarabeo



INCENTIVE

Flessibili e raggiungibili - Tyrolit

2011

Graphic, art direction



BASIC

01 - GARLANDO
02 - APPLE
03 - SAMSUNG
04 - SAMSUNG

Garlando
Samsonite
SAMSUNG

SI FA IN 3 PER TE!
3 PROPOSTE
DI ACQUISTO

FACILI...
CONVENIENTI...
FLESSIBILI...

The 'BASIC' board features a wooden table, a brown suitcase, and several mobile phones. It includes a grid of product categories with corresponding brand logos and brief descriptions.



BASIC

01 - GARLANDO
02 - APPLE
03 - SAMSUNG
04 - SAMSUNG

Garlando
Samsonite
SAMSUNG

PREMIUM

01 - SONY
02 - ASUS
03 - SONY
04 - HAMILTON

SONY
ASUS
SONY
HAMILTON

LUXURY

01 - LG
02 - APPLE
03 - WHOTELS.IT
04 - APPLE

LG
Apple
Whotels.it
Apple

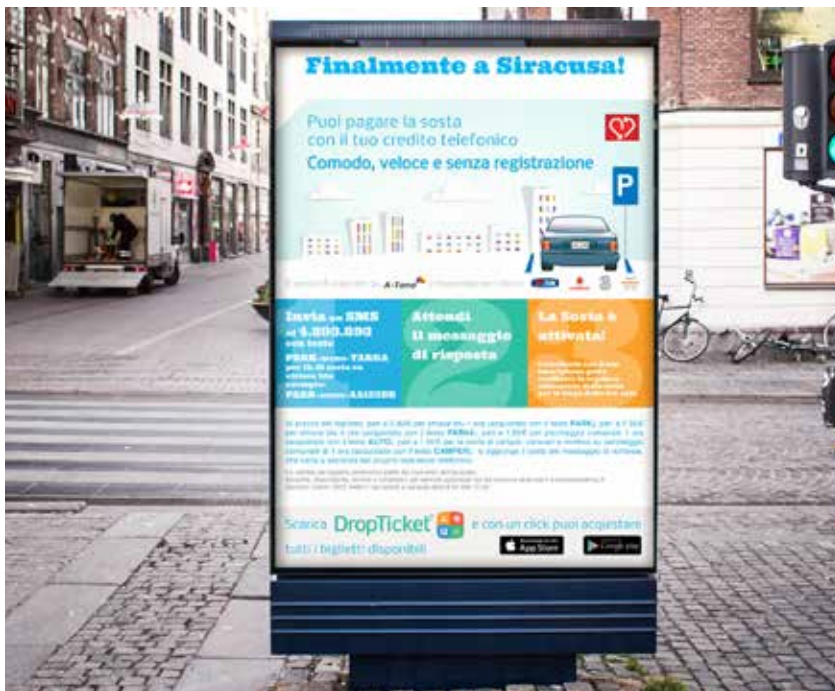
The 'BASIC' board features a wooden table, a brown suitcase, and several mobile phones. The 'PREMIUM' board features a Sony monitor, an ASUS laptop, a Sony TV, and a Hamilton watch. The 'LUXURY' board features a LG monitor, an Apple smartphone, a Whotels.it website, and an Apple tablet.

PRESS CAMPAIGN

Mobile Ticketing

2014

Graphic, art direction



PERSONAL PROJECTS

Art exhibition/Event **Essenza Coreutica**

Centro Congressi di Montegrotto Terme (Pd) May 19 to 27 - 2007

“Essenza-Coreutica” is an exposition/event. I created the concept, the set, hired the right artists for the project. Other than this, I did also draw a digital illustration, few paints and video..

The concept of the event:

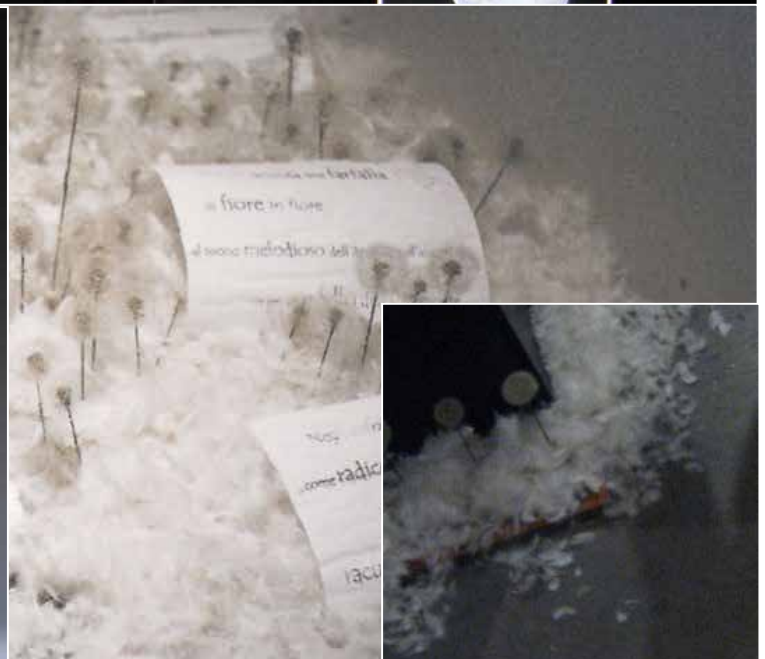
“Lights, air, suspension, movement... the art of dancing... the event-exhibition revolves around these four keywords. There are no imposed rules on colours, sounds nor anything else. There just is a common idea; to represent all that is grace, movement, ethereal beauty, lightness. A game of lights and contrasts, complementary hues. Everything aims to convey to the viewer infinite beauty, to keep him with bated breath; a constant floating feeling, enforced by the wind and sounds that merge, in their black and white expressions. Duality, to the extreme. There is nothing supposed to be gloomy: on the contrary, there is a white energy explosion, filled with light.

The dance itself is the main theme, on its deepest and most oniric meaning”

[Video preparation](#)

[Video Installation](#)

Concept, pictures, digital images, video, art direction, creative preparation and coordination
(photographs of the event)



PERSONAL PROJECTS

Short tale “Prima di C., dopo di C, Mary”

2010 - 2011

The above mentioned story is an experimental work where photography, illustration and creative writing intertwine. The text is supporting and emphasizing the images and viceversa.

It was paged with special care given to the frames and the placement of text in relation to images. The story itself is currently in the process of its development in App for iPad, its transposition as a short film, where I will supervise as assistant director and art director.



PERSONAL PROJECTS

Stop Motion “Dry Water”, Bologna Water Design Exhibition and Delete.tv

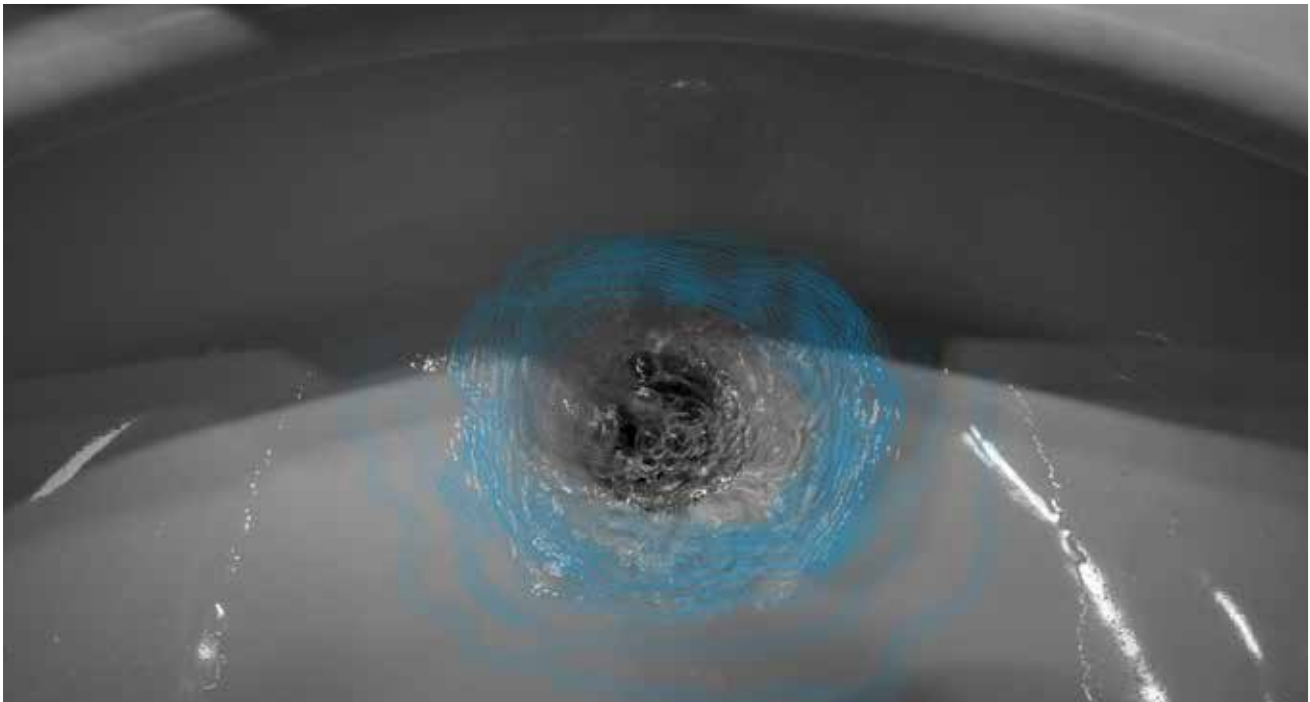
2013-2018

Water as filaments, streams that flow, they create and recomposed themselves, they penetrate everything and they give life. The wax skin of a girl who unconsciously is wasting the precious element, and almost unaware of its importance that permeates both she and the environment that surrounds them, it dries up losing its young beauty ...

[Video](#)

Art direction, direction, illustration and photography

(Frame of video)



PERSONAL PROJECTS

Publications

June 2012

Cover photo of the book "[Dove canta la cicala](#)" and Special mention of the jury on contest "Acqua come bene comune"

