



# FRANCESCA SANFILIPPO

## UX DESIGNER / ART DIRECTOR

ZURICH, SWITZERLAND

### CONTACT:

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### PERSONAL DATA

born on 19th March 1979 - actual address in Zurich area at Glattpark-Opfikon, Wright-Strasse, 48 Permit B  
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### 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

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*September 2019 - actual*

**Art Director / UX Designer**

Freelance - Zurich

Skills: art direction, brand identity (logo design and art direction), graphic design, UX design, photography  
Some Projects: art direction and brand identity of CHance, workshop in the public venue of Facebook "Design Thinking: from the idea to the prototype", project management of the Hackathon "Make Zurich 2020"

*May 2019 - September 2019*

**Graphic designer**

Perfecthair AG - Zurich

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

*November 2018 - actual*

**Local Leader**

The Interaction Design Foundation - Zurich (IDF)

I organize meet-ups and workshops, I use user-centered design method, user testing, rapid prototyping, sketches, concepts, user journeys, wireframes and interactive prototypes in low and high level fidelity

*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**

Freelance - Zurich (During Maternity)

Creation of Concept and Brand Identity of Peace&Mum, FacebookPage and Blog [PeaceandMum.com](http://PeaceandMum.com)  
Art direction, brand design (Logo Design), social media management

*January 2014 - December 2015*

**Art Director**

A-Tono - Milan

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 - Milan

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 - Venice

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 artistic and personal project as a freelance*

**Art Director, Graphic and Web designer / Photographer**

Art direction, direction, illustrations and photography of Stop Motion "Dry Water", Bologna Water Design (2013)  
Photographer Backstage and scene of "books" on the video "L'essenziale" by Marco Mengoni (2013)  
Creative director and artist, art exhibition event "Essenza Coreutica" (2007)

## EDUCATION

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### *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  
**User Experience Design Essentials - Adobe XD UI/UX Design** ([certificate](#)), Udemy  
**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\\_](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

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### *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