



# FRANCESCA SANFILIPPO

UX DESIGNER  
ART DIRECTOR  
VISUAL CREATOR

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## PERSONAL DATA

born on 19th March 1979 - actual address in Zurich area at Glattpark-Opfikon, Wright-Strasse, 48  
Married, two children and permit B  
e-mail: info@francescasanfilippo.it  
Ph: +41 77 5206082 // +39 340 9840598

## LANGUAGES

**German:** B2 level (Studying C1)  
**English:** B2 level  
**French:** elementary proficiency  
**Spanish:** elementary proficiency  
**Italian:** mother tongue

I'm Francesca Sanfilippo, a visual creator based in Zurich. I've been working in NewMedia and advertising for over 15 years. Intuitive, resourceful, enterprising Visual Artist, 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 her tasks for the day. I am a highly-skilled individual capable of learning more and adapting to her environment. Without fail, my colleagues, and previous clients always have a fun time when they work with me.

## WHAT CAN I DO



Create unique ideas



User experience design



Create print material



Deliver well in multiple projects



Website design



Brainstorm original ideas



Organize tasks accordingly

## Additional Information and interests

### Press experience:

editor and journalist in local newspaper

### Social services experience:

one year volunteer center for the disabled, 2 years of voluntary summer camp, three years of voluntary association recreation (AGESCI), 6 months of volunteer senior center.

### Music experience:

13 years in Banda Municipal Casarsa della Delizia (PN) with the qualification of clarinet solo, four years in choir and rock band with qualification of singer, good knowledge of the music industry

### Interests:

figurative arts, photography, music, literature, cinema, mythology, graphic novel

### Sports:

ballet and contemporary dance, Zumba®, martial arts (2 years kung-fu, 1 year Judo)

**Portfolio:** <http://www.francescasanfilippo.it> | **Photo-portfolio:** [http://www.flickr.com/photos/aileen\\_](http://www.flickr.com/photos/aileen_)

## Work Experiences

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*November 2018 - actual*

### **Local Leader**

**The Interaction Design Foundation - Zurich (IDF)**

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

*February 2018 - June 2018*

### **Art Director and graphic designer**

**Artemperature AG**

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](http://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

**Cultural association Isadora**, Press Officer

**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)

### *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  
**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*

**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

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## 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 juries  
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

**Frankspaddock**

2007

Website, digital illustration



**Japan**

2011

Illustration to raise funds for Japan



**Clown**

2012

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



**Three**

2015

Traditional illustrations



Jean Pi erre

2015

Puppet, Illustration, character design, making off



Mr. Lullaby and Cornelia

2015

Puppets, Illustration, character design, making off



## Codemachine s.r.l.

2012-2013

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

Logo

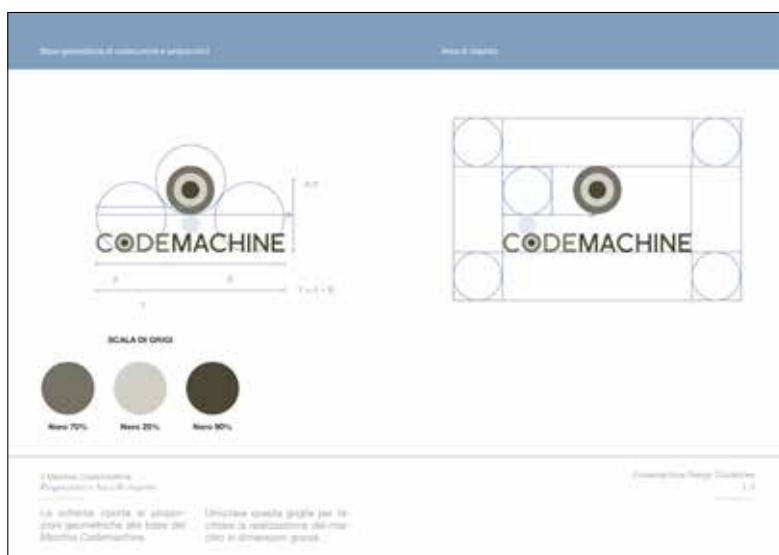
CODEMACHINE

Logotipo



CODEMACHINE

Marchio



**Australian**

2009

Graphic, shooting, art direction





**Biodiversity - WWF**

2010

Concept, copywriting, art direction  
"Natura, armonia di varietà"



**Kia Motors - Sportage GPL+**

2014

Graphic, art direction

kiagplplus.it



**Kia Motors - Kia Views (dem + website)**

2014

Graphic, art direction, logo design

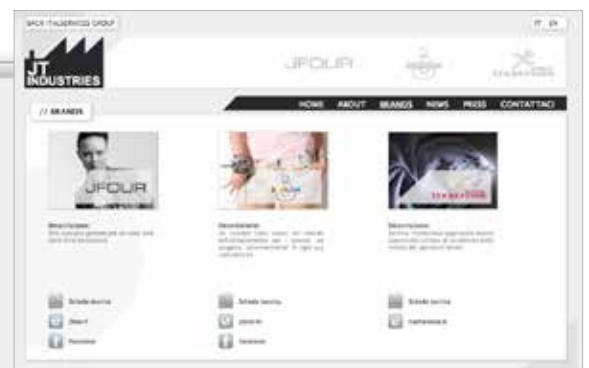
kiaviews.it



**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

RICHEDE CAMPIONE GRATUITO

DETTAGLI +

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

"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 permeabile all'ossigeno, più fresca ed idratata. [...]

segue >>

RICHEDE INFORMAZIONI

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

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

EUROFINS - CONTACT LENSES  
EUROLIN S.p.A. - EUROFINS CONTACT LENSES  
EUROLINGUENGE S.p.A. - ITALY.COM  
EUROLINGUENGE S.p.A. - ITALY.COM  
EUROLINGUENGE S.p.A. - ITALY.COM

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

RICHEDE CAMPIONE GRATUITO

DETTAGLI +

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

"La mia settimana è fatta di libri e giornali, novità, 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 scadenza del periodo d'uso delle mie lenti a contatto: quando devo sostituirlle? Che occlusura Simgens è arrivata sull'agenda. Con le nuove Safe-Gel basta avere. 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.  
Capire quando sostituire le nuove lenti Safe-Gel 7Days è sicuramente più facile.  
Dalla ricerca della Ricerca Italiana, nasce le nuove lenti a contatto Safe-Gel 7Days. [...]

segue >>

RICHEDE INFORMAZIONI

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

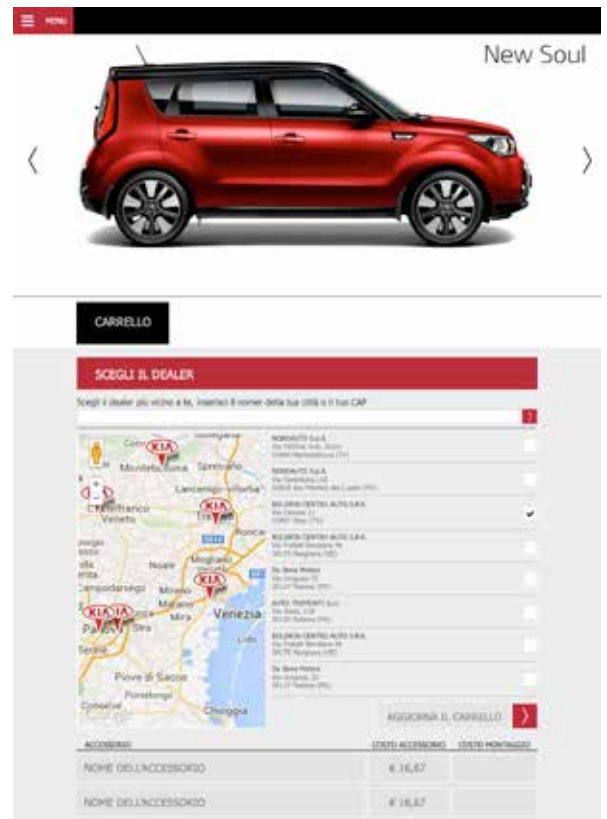
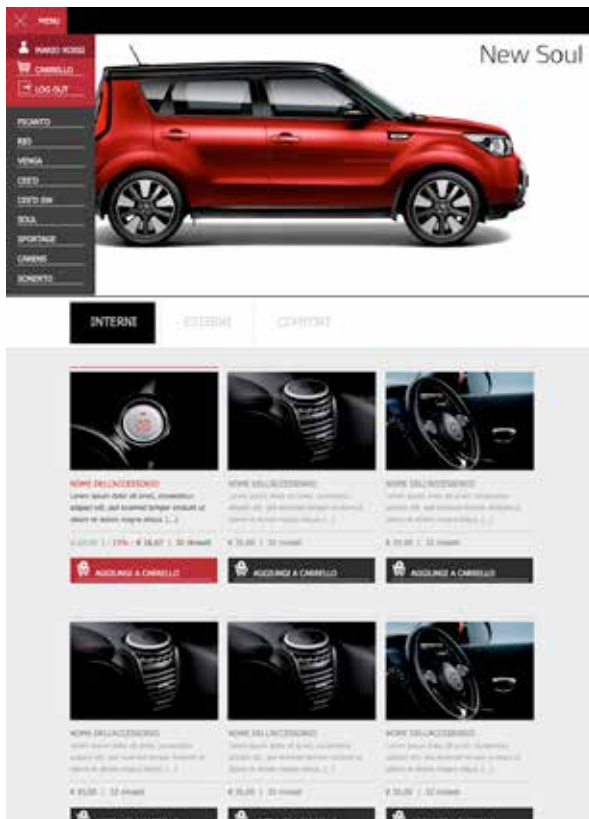
Safe-Gel 1 day  
Dalla RICERCA ITALIANA,  
le nuove lenti a contatto  
GIORNALIERE con GEL  
DURANTE

EUROFINS - CONTACT LENSES  
EUROLIN S.p.A. - EUROFINS CONTACT LENSES  
EUROLINGUENGE S.p.A. - ITALY.COM  
EUROLINGUENGE S.p.A. - ITALY.COM  
EUROLINGUENGE S.p.A. - ITALY.COM

Website after sales - Kia Motors

2015

Concept, Art Direction



Facebook customer care App - Kia Motors

2015

Concept, art direction



**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 - Chili.tv**

2012

Graphic, art direction, Ui Design



**Bannering Campaign Met Chino&Friends per Vogue.it - Chino&Friends**

2011

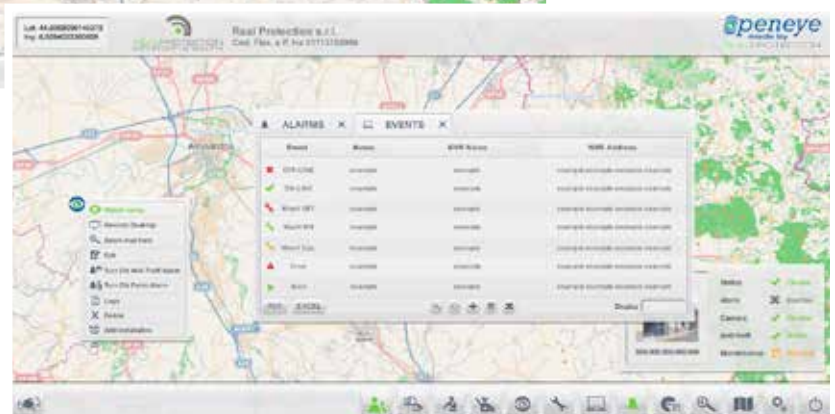
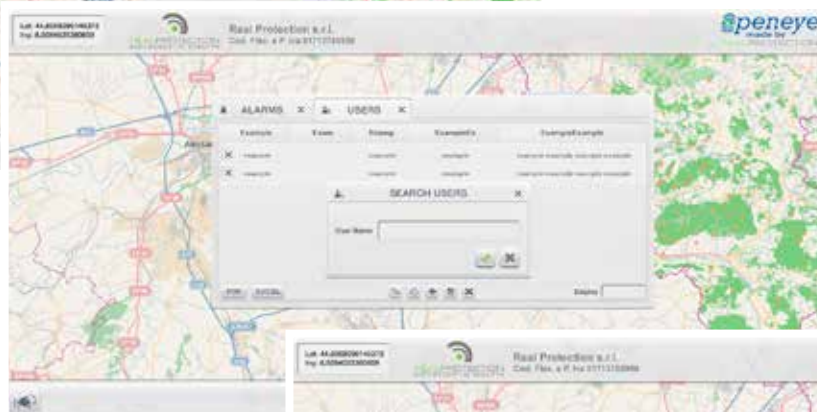
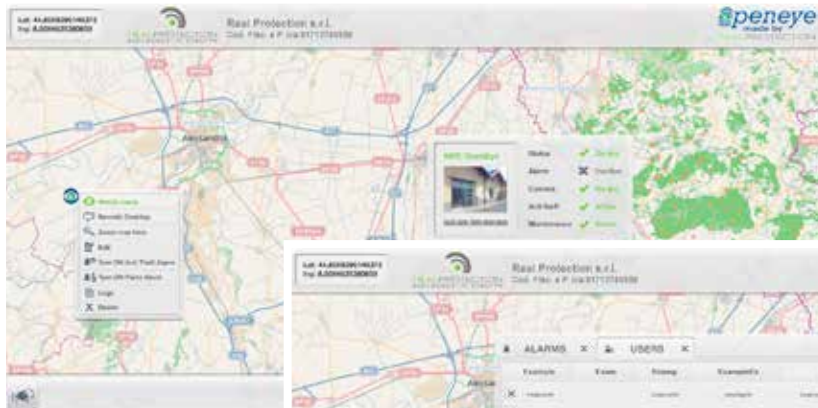
Art direction and flash



## Software - Realprotection's OpenEye

2013

User interface, art direction



## Video Surveillance System





Check&Go - Piaggio

2011

Graphic, art direction



Flessibili e raggiungibili - Tyrolit

2011

Graphic, art direction



### BASIC

**01 - GARLANDO**  
 Garlando  
 Valigia in tessuto con maniglia telescopica e ruote a rotelle. Capacità: 45 litri. Colore: marrone.

**02 - SAMSUNG**  
 Samsung  
 Smartphone Samsung con fotocamera da 5 megapixel e sistema operativo Android. Capacità: 16 GB. Colore: verde.

**03 - APPLE**  
 Apple  
 Smartphone Apple con fotocamera da 5 megapixel e sistema operativo iOS. Capacità: 16 GB. Colore: bianco.

**04 - SAMSUNG**  
 Samsung  
 Smartphone Samsung con fotocamera da 5 megapixel e sistema operativo Android. Capacità: 16 GB. Colore: verde.

**05 - SAMSUNG**  
 Samsung  
 Smartphone Samsung con fotocamera da 5 megapixel e sistema operativo Android. Capacità: 16 GB. Colore: verde.

**06 - SAMSUNG**  
 Samsung  
 Smartphone Samsung con fotocamera da 5 megapixel e sistema operativo Android. Capacità: 16 GB. Colore: verde.

## TYROLIT

SI FA IN 3 PER TE I  
3 PROPOSTE  
DI ACQUISTO

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



### BASIC

**01 - GARLANDO**  
 Garlando  
 Valigia in tessuto con maniglia telescopica e ruote a rotelle. Capacità: 45 litri. Colore: marrone.

**02 - SAMSUNG**  
 Samsung  
 Smartphone Samsung con fotocamera da 5 megapixel e sistema operativo Android. Capacità: 16 GB. Colore: verde.

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**05 - SAMSUNG**  
 Samsung  
 Smartphone Samsung con fotocamera da 5 megapixel e sistema operativo Android. Capacità: 16 GB. Colore: verde.

**06 - SAMSUNG**  
 Samsung  
 Smartphone Samsung con fotocamera da 5 megapixel e sistema operativo Android. Capacità: 16 GB. Colore: verde.

### PREMIUM

**01 - SONY**  
 Sony  
 Smart TV Sony con schermo da 42 pollici e sistema operativo Android. Capacità: 16 GB. Colore: nero.

**02 - ASUS**  
 ASUS  
 Laptop ASUS con schermo da 15.6 pollici e sistema operativo Windows. Capacità: 16 GB. Colore: grigio.

**03 - SONY**  
 Sony  
 Smart TV Sony con schermo da 42 pollici e sistema operativo Android. Capacità: 16 GB. Colore: nero.

**04 - HAMILTON**  
 Hamilton  
 Orologio Hamilton con cinturino in pelle e quadrante in oro. Capacità: 16 GB. Colore: oro.

### LUXURY

**01 - LG**  
 LG  
 Smart TV LG con schermo da 42 pollici e sistema operativo Android. Capacità: 16 GB. Colore: nero.

**02 - APPLE**  
 Apple  
 Smartphone Apple con fotocamera da 5 megapixel e sistema operativo iOS. Capacità: 16 GB. Colore: bianco.

**03 - APPLE**  
 Apple  
 Smartphone Apple con fotocamera da 5 megapixel e sistema operativo iOS. Capacità: 16 GB. Colore: bianco.

**04 - WHOTELS.IT**  
 Whotels.it  
 Servizio di prenotazione alberghi Whotels.it. Capacità: 16 GB. Colore: verde.

# Mobile Ticketing

2014

Graphic, art direction

## Finalmente a Siracusa!

Puoi pagare il biglietto dell'autobus con il tuo credito telefonico  
Comodo, veloce e senza registrazione



Il servizio è accessibile con A-Tono e disponibile per i clienti TIM, Vodafone, Wind, 3, Iliad

**Invia con SMS**  
al **4.893.893**  
oppure al tuo  
**NUMERO VERDE**  
per il biglietto elettronico

**Attendi**  
il messaggio  
di risposta

**Salì**  
a bordo con  
il tuo  
biglietto  
elettronico

Al prezzo del biglietto, pari a € 1,00 per il biglietto urbano (€ 1,50 per il biglietto interurbano) e pari a € 2,00 per il biglietto giornaliero (acquistato con il testo BUSG), si aggiunge il costo del messaggio di risposta, che varia a seconda del proprio operatore telefonico.

La validità del biglietto elettronico dipende dal momento dell'acquisto. Per maggiori informazioni, visita il sito [www.a-tono.it](http://www.a-tono.it) o chiama il numero verde 4.893.893. Il servizio è attivo fino a venerdì 19/12/2014.

Scarica **DropTicket** e con un click puoi acquistare tutti i biglietti disponibili

DropTicket  
Mobile Ticketing

Configura

Controlla

Analizza

## Mobile Ticketing

**DropTicket**  
La piattaforma di pagamento con credito telefonico per servizi di pubblica utilità.

Autobus, Parcheggio, Bus Turistico, Altri Servizi

**1 Configura**

Con DropTicket puoi definire le caratteristiche del biglietto e personalizzare il servizio, scegliere l'area di validità, scegliere i punti di controllo.

**2 Controlla**

Verifica lo stato di validità dei biglietti, controlla i dati di controllo, monitora i tuoi dati e i servizi ogni singola azione controllata.

**3 Analizza**

Accedi on-line ai dati dei biglietti venduti e controlla i dati di controllo, i report e visualizza l'andamento dei dati servizi.

**A-Tono**  
Il servizio di credito telefonico per i clienti TIM, Vodafone, Wind, 3, Iliad  
Copyright © 2014 A-Tono - All Rights Reserved



### 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:

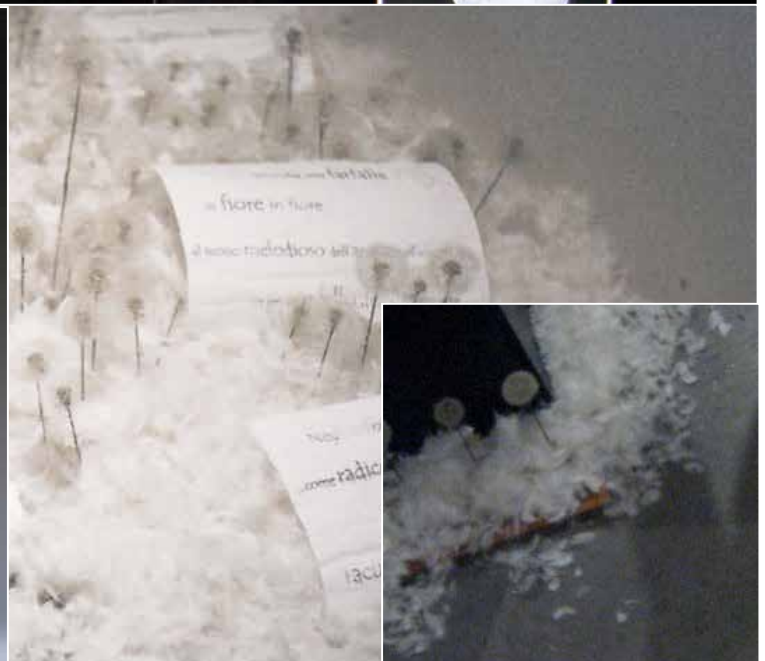
“Lights, air, suspension, movement... the art of dancing... the event-exhibition revolves around these four keywords. There are no imposed rules on colours, sounds nor anything else. There just is a common idea; to represent all that is grace, movement, ethereal beauty, lightness. A game of lights and 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)



### 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.



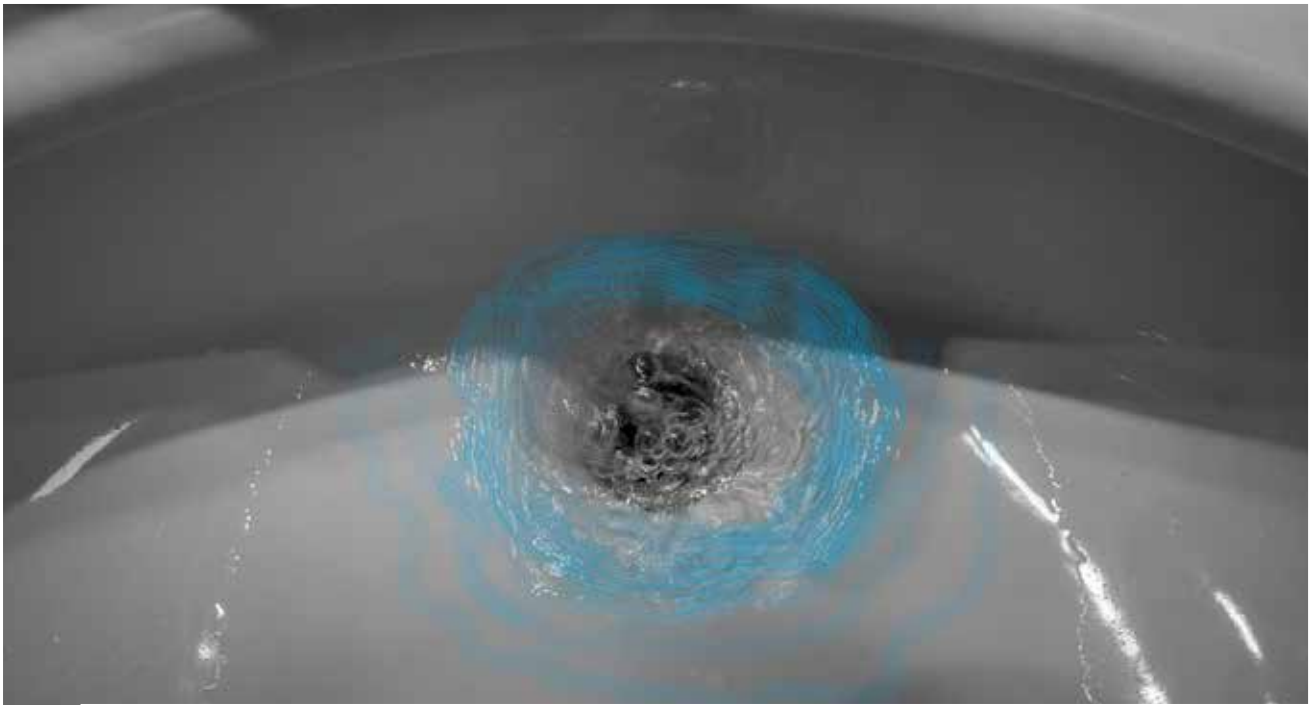
### Stop Motion "Dry Water", Bologna Water Design Exhibition and Delete.tv

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)



### Publications

June 2012

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

