



**FRANCESCA
CASTELLI**

RESUME

www.fracastelli.com
http://be.net/fracas

franci.castelli@gmail.com
+1 347-613-7419

924 Metropolitan ave
apt 406
Brooklyn, NY
11211

SUMMARY I'm an User Experience Designer with previous studies and experience in Graphic and Industrial Design, giving me the foundation to be versatile and well rounded when working on very different typologies of projects. Currently a MFA Candidate in Design + Technology at Parsons graduating in May 2014, and looking for a position as Interaction Designer or User Experience / UI Designer.

EXPERIENCE **FLUID | USER EXPERIENCE DESIGNER** **2013 | NEW YORK CITY**

Worked as part of the UX team on several pitches, conducting research, creating userflows, user scenarios, personas, wireframes. Designed a outfit builder product for Fluid.

FREELANCE VISUAL DESIGNER **2007 - PRESENT**

Offered creative direction and developed different design projects as logotypes, identities, editorial design and environmental graphics, working for clients located in Italy, USA, Taiwan.

PUMPED INC | GRAPHIC DESIGNER **2012 | MIAMI, USA**

Created Data Visualizations for clients. Part of the creation of a few advertising campaigns: creation of creative briefs, concept design and artwork. Managed Wordpress websites.

MIJKSENAAR B.V. | INFORMATION DESIGNER TRAINEE **2011 | AMSTERDAM, NETHERLANDS**

Responsible for different tasks during the creation of wayfinding projects mainly in airports, railway stations, museums, including flows analysis, map design, signage layouts.

FITB | GRAPHIC DESIGNER, PHOTOGRAPHER **2005 - 2011 | SARONNO, ITALY**

Responsible for print and imaging for sport events and publications. Art direction of a annual sport event (logo, t-shirts, posters, environmental graphics and other material).

BÜRO NORTH | DESIGN INTERN **2009 | MELBOURNE, AUSTRALIA**

Worked in teams, on wayfinding projects, learning about every step of the realization. Individually realized two Industrial Design projects. Also responsible for several graphic design projects.

POLITECNICO DI MILANO | VISUAL / EXHIBITION DESIGNER **2007 - 2008 | MILANO, ITALY**

Worked on the design of two exhibitions held during Milan's Design Week, "Fuorisalone". Designed the environmental graphics and layout for the exhibitions, and supervised the set up. Led the visual design of two proposals of packaging and contributed to the retail design and prototype realization.

POLITECNICO DI MILANO | STUDIO ASSISTANT **2005-2009 | MILANO, ITALY**

Worked for jewelry, still life, fashion shootings as assistant and photographer.

EDUCATION **PARSONS SCHOOL OF DESIGN,** **2014 | NEW YORK CITY**

MFA Candidate in Design and Technology
- President of the "Electronic Society"
- Board member of "Dorkshop"

POLITECNICO DI MILANO, **2011 | ITALY**

Postgraduate degree in Communication Design
Master Thesis "Environmental Graphic Design: how Graphic Design shapes the sense of place"

RMIT, ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY, **2009 | MELBOURNE, AUSTRALIA**

Exchange period, through the extra EU program at Politecnico.

POLITECNICO DI MILANO, **2007 | ITALY**

Undergraduate degree in Industrial Design
Thesis: "Hopi: Design for a Holter wearable heart device"

CENTRAL ST MARTINS COLLEGE OF ART AND DESIGN **2005 | LONDON**

Attended a Portrait Photography Course.

SKILLS **SOFTWARE**

Mac OS / Microsoft Windows / Adobe Illustrator / Indesign / Photoshop / AfterEffects / Premiere / Alias Studiotools / Rhino / Autocad / Microsoft Office / iWorks.

DEVELOPMENT

HTML5 / CSS3 / Javascript / Node.JS / JQuery / PHP / Processing / Arduino / OpenFrameworks.

DESIGN TOOLS

UX Research / Information Architecture / Concept development / Interactive Prototyping / Physical Computing / Data Visualization / Storyboarding / Studio Photography / Sketching / Illustration / Pen & Paper.

LANGUAGES

English / Italian (native), French, Spanish

AWARDS **RE:NEW FESTIVAL COPENAGHEN | 2013**

Selected to present the project Mind Mirror

SAMSUNG YOUNG DESIGN AWARD | 2010

Among the 10 finalists. Project exhibited at Triennale di Milano.

FIAT AUTO GROUP | 2007

Selected to represent the Politecnico di Milano at the car design competition held by FIAT, "Italian Style Design", to which 8 universities in the world were invited.

BRAKING DESIGN AWARD | 2006

1st classified.

PUBLISHED ON

M. Musio-Sale / D. Sigona - Immaginedesign - young designers' project, Aracne, Roma, 2005
M. Maiocchi - Design E Comunicazione Per La Sanità, M Maggioli Editore, 2008