

*Hello*, I am Federico, a digital product designer focused on user experience, user interface and interaction. I have been creating mainly UX/UI design over the past 3 years, but my work spans across digital design to branding, as well as creative & art directions, graphics, interior design, photography and frontend development. I build experiences from screens, mobiles to physical spaces. No matter the mediums, through my work I aim to blur the line between design, art and technology while always pushing the boundaries of my creativity.

## Enough talk. Show me more but less.

### PROFESSIONAL EXPERIENCE

#### **Design Mentor**

*adplist.org, from January 2023*

I'm mentoring designers on adplist.org

#### **User Experience & Interaction Designer**

*IT Value Partner, from September 2022*

At IT Value Partner I developed three software as a service, taking care of all the design phases, from user research, to the definition of the user experience up to the delivery to the development of the user interface.

#### **Co-founder**

*Fantapp, from January 2022 to June 2022*

I participated in a startup pre-acceleration program organized by Bocconi University & Idea Booster Lab with Fantapp, an app dedicated to revolutionizing the world of fantasy games.

#### **User Interface & Interaction Designer**

*Value Partners, from April 2021 to september 2022*

At Value Partners I took part to various projects as User Interface Designer, as well as User Experience & Interaction Designer, collaborating with clients such as Juventus, UnipolSai, Zegna, Crif, Edison and OneofUs.

#### **UX/UI Designer**

*Freelancer, from July 2020 to April 2021*

As a freelancer I have collaborated with different brands, such as MemoriesNow, Sponsor.smart, Take Eat Easy, The Language Grid, Dropshot and others, helping them to develop digital products with human-centered experiences and outstanding interfaces.

#### **Visual & Brand Designer**

*Freelancer, from from May 2019 to April 2021*

As a freelancer I have collaborated with different brands, such as OpenBeach Milano, Evodia, Gianluca Rossi Party&Events, Children in Crisis and others, helping them to develop coordinated visual&communication campaigns and digital contents.

#### **Visual & Web Designer**

*Liligutt, from September 2020 to February 2021*

At Liligutt I designed graphic concepts and web contents for Linda Meyer Henschel website.



EDUCATION

**Workshop Light Verona**

*Politecnico di Milano, from April 2020 to May 2020*

Urban installations of light for a city to be relaunched from a tourist point of view.

**Interior design bachelor degree**

*Politecnico di Milano, from Semptember 2017 to July 2020*

Thesis title: Otto e mezzo nello sguardo di Paul Ronald.

**High school diploma**

*Liceo Scientifico Elio Vittorini, from Semptember 2012 to July 2017*

Scientific high school diploma.

AWARDS

**Top 10 teams**

*Reply Creative Challenge 2022, June 2022*

Recognized as one of the 10 best team in the Customer Experience category of the Reply Creative Challenge, with 962 participating teams.

CERTIFICATION

**Gamification - How to Create Engaging User Experiences**

*The Interaction Design Foundation, August 2022*

**Agile Methods for UX Design**

*The Interaction Design Foundation, August 2022*

**Design for the 21st Century with Don Norman**

*The Interaction Design Foundation, August 2022*

**Journey Mapping**

*The Interaction Design Foundation, August 2022*

**Service Design: How to Design Integrated Service Experiences**

*The Interaction Design Foundation, August 2022*

**User Experience: The Beginner’s Guide**

*The Interaction Design Foundation, August 2022*

**Idea Booster Lab Program**

*Idea Booster Lab, May 2022*

Training program designed to improve the entrepreneurial skills of early stage startups and newly founded companies.

**Next.js & React**

*Udemy, April 2022*

Frontend Next.js and React technologies course.

**Toeic B2**

*Eas Milano, August 2020*

Test of english for international communication, level B2.