



ART DIRECTOR Graphic & Brand designer

Alessio Federici

CURRICULUM VITAE

Milano (MI)
afeddesign.com

in alessio-federici-52a730170

353 33 95 671

@AFEDDESIGN

alessio.federici.710

✉ alessiofederici@afeddesign.com

PROFESSIONAL SUMMARY

Multidisciplinary Graphic & Brand Designer with 10+ years of experience in visual identity, communication design, and creative direction. Graduated with honors in Communication Design at Politecnico di Milano.

Combines strategic thinking and conceptual strength with a solid visual language and production precision. Projects span from brand identity for restaurants and startups to editorial design and video production for educational institutions.

I work across all stages: concept, visual development, client presentations, executive production and post-delivery support.

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, Audition)

AI Tools (Midjourney, Krea, ImagineArt, ComfyUi - Critical ability to choose the most appropriate model for the style and complexity of the generation.

Blender

HTML / CSS / JavaScript (jQuery)

Produzione esecutivi per stampa offset/digitale e grande formato

Web design (WordPress / Elementor)

Gestione progetti con Notion, Trello, Google Suite

WORK EXPERIENCE

Graphic Designer & Art Director

Freelance – 2017 / oggi

Visual identity systems for companies, cultural organizations and events
Corporate branding: logo, guidelines, print/digital assets
Motion graphics and video production for social media and promotion
Visual storytelling, typography and layout design

Art Director / Brand Designer

Big Bad Brands s.r.l. – 2019 / 2021

Brand development and visual direction for restaurant chains
Print and digital design for POS, menus, packaging, advertising
Coordinated visual language across multiple touchpoints

Graphic Designer (Intern)

Image Lab – Politecnico di Milano – 2017

Institutional photography, video editing and visual support
Motion design for promotional content
Still life setups, post-production, social content editing

Graphic Designer (freelance collaborator)

BobCom s.r.l. – 2012 / 2017

Logos, editorial layouts, advertising for events and clients
Creative support and file prep for large-format printing

Furniture Restoration & Surface Decorator

CenterLac s.r.l. – 2004 / 2008

Surface finishing, custom painting and wallpaper application

EDUCATION

Bachelor's Degree in Communication Design

Politecnico di Milano – 2018

Final grade: 110/110

Master Generative AI for Creativity

Talent Garden – 2025

LANGUAGES

Italian: native

English: upper-intermediate (B1–B2)

Russian: good conversational level

PORTFOLIO & MEDIA

Portfolio: afeddesign.com

Showreel motion/video: www.youtube.com/watch?v=H2TGNyGFveo

Creative background includes theater, comics, drawing and storytelling