

# Alessandro Ferrari / Communication Designer

Based in Milan

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## PROFESSIONAL CAREER

### Senior Communication Designer - 150UP

MILAN, ITALY / January 2019 - ongoing / current role since 2023

As Senior Communication Designer, I take active part in the creation of digital and printed visual outputs for branded projects, from the early concept to the final release, leading a small creative team. Among the clients I worked with are Alessi, Amazon Studios, Loro Piana, Caffè Moak and Rummo.

Previously: Intern (2019), Junior Designer (2019 - 2021), Mid-Weight Designer (2021 - 2023)

### Adjunct Professor - IED

MILAN, ITALY / November 2023 - ongoing

As professor, I teach the Computer Graphic 2 - InDesign module at the Media Design department. I provide the students a complete knowledge of Adobe InDesign for the creation of books, magazines and digital publications, with a strong focus on typography, editorial design and independent magazines.

### Illustrator - Freelance

EVERYWHERE / 2021 - ongoing

In my spare time I work on personal illustrated projects and client commissions, having developed my own recognisable style.

In 2023, I illustrated the cover for Francesco Maselli's book *L'Italia ha paura del mare: Reportage e saggi dai confini della Penisola* (NR Edizioni, 2023).

Since 2023 I have been working with The Ferrareser, illustrating a cover for its fictional magazine and a poster for Teatro Comunale di Ferrara. My illustration was exhibited at The Ferrareser's collective exhibition at Laboratorio Aperto at Ex Teatro Verdi in Ferrara.

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## EDUCATION

### Master degree in Communication Design - Politecnico di Milano / grade 110L

MILAN, ITALY / October 2017 - April 2020

My graduation thesis *Partitura ludica. Un approccio linguistico ai paradigmi musicali del videogioco* scored a second place in 2021 Archivio Videoludico Award for the best game-related thesis.

### Bachelor degree in Communication Design - Politecnico di Milano / grade 110L

MILAN, ITALY / October 2014 - July 2017

"Clos", the group project I took part in realized during the Final Synthesis Design Studio, was exhibited in March 2017 in the collective exhibition *What If* at OpenDot in Milan.

### Lahti University of Applied Sciences / Exchange program (Erasmus)

LAHTI, FINLAND / January 2017 - June 2017

During my exchange, I took part in classes from the Graphic Design and Packaging & Brand Design departments. "Beeco", the group project I took part in realized during the Eco-efficient Packaging course, was exhibited in October 2017 at Packplay 2 in Montreal, Canada.

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**LANGUAGES****Italian** / Native speaker**English** / Full professional knowledge / Grade C in Cambridge CPE (C2)

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**TOOLS****Strong knowledge of graphical and digital illustration softwares** (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Sketch, Figma, Procreate) **and multimedia editing and animation softwares** (Adobe Premiere, Adobe After Effects)**Basic knowledge of markup and web development languages** (HTML, CSS, Javascript/jQuery)**Good knowledge of musical and sound production softwares** (Ableton Live)**Good knowledge of presentation softwares** (Keynote, Pitch)

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**SKILLS**Ability to **organise, lead** and **cooperate** proactively in team projectsExperienced in **art direction, creation of moodboards** and **pitch presentations**Experienced in **creative** and **analitical writing** and **copywriting**Commitment to **punctuality** in deadlines and **working under pressure**

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**HOBBIES & OTHER****ACTIVITIES****Music composition and production**

2019 - ongoing

In my spare time I compose and produce music under the monicker Phephra.

In 2020 I composed and produced *Insulated Works* (independently released in 2023), an EP merging electronic, ambient and fourth world music. I have been experimenting with electronic, ambient and classical music ever since.Between 2022 and 2023 I scored the indie game *Gincana* (available on Itch.io), taking care of the musical direction, composition, mixing and mastering. I continue to compose music for independent videogames with the collective Villa Delfina.

I'm strong at composing and arranging instrumental pieces for various music genres (alternative rock, pop, modern classical, ambient, electronic) and in playing guitar.

**Figure drawing and painting**

Since I recall - ongoing

I have been drawing and painting, both traditionally and digitally, since a young age. I am skilled in pencil, charcoal, acrylic and oil.

I attended drawing and painting classes at Accademia d'Arte San Nicolò in Ferrara, where I perfected still life and landscape painting (tempera &amp; oil), from 2004 to 2014.

I attend Saturday classes at Milan Academy of Art, developing figure drawing skills and training with different techniques (pencil, charcoal, oil), since January 2023.

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**AWARDS****Premio Archivio Videoludico** / Second Place

BOLOGNA, ITALY / Archivio Videoludico della Fondazione Cineteca di Bologna together with Università di Bologna and IIDE / 2021

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**EXHIBITIONS****The Ferrareser - Mostra delle illustrazioni 2023**

FERRARA, ITALY / Laboratorio Aperto at Ex Teatro Verdi / November - December 2023

**Packplay 2** / featured project "Beeco"

MONTREAL, QUEBEC, CANADA / Palais des congrès de Montréal / October 2017

**What If** / featured project "Clos"

MILAN, ITALY / OpenDot / March 2017