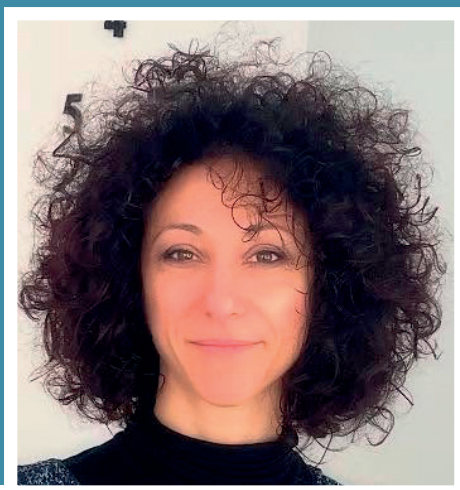

FRANCESCA SANFILIPPO
UX DESIGNER / ART DIRECTOR

For more than 20 years I have helped brands and companies turn their ideas into reality. In 2020 I co-founded Balancever, a platform dedicated to work-life balance, which I consider one of my most meaningful projects. As design lead, I owned the entire product journey, from assembling the team of professionals to defining the Design System. I have also advised other products on their user experience (UX) and user interface (UI). Throughout my career I have had the privilege of working with international clients such as Kia Motors, Piaggio, Ducati, Chanel, Met Jeans, It's, Playboy Fragrances, Coty, 3M, Zuegg and Tunap, among many others.

EDUCATION AND RECENT ROLES

Master of Arts in Interaction Design, **SUPSI**
Google Project Management: full-certification

UXR/UX/UI Designer, **Arduino, Lugano**
Creative Director e UXR/UX/UI designer, **FSLab**
Director Ticino, **MUDA, Zurich**

PORTFOLIO

Personal website: www.fslab.ch
Portfolio UX
Portfolio Fashion/Beauty
Linkedin profile
Instagram profile
Illustrations
Photography

PERSONAL DETAILS

Born 19 March 1979
Based in Lugano, Switzerland
Email: info@fslab.ch
Mobile: +41 77 520 60 82

LANGUAGES

English: C1
German: B2, professional working proficiency
Italian: native

SOFTWARE

Adobe Creative Suite	●●●●●●●●●●
Figma/Adobe XD	●●●●●●●●●○
Fusion 360 (3D)	●●●●●●○○○○
P5/Processing	●●●●●○○○○○
Arduino/MicroPython	●●●●●●●●○○

CORE SKILLS

Management:
- Delivering multiple projects successfully in parallel
- Planning and organising work effectively
- Leading a team within a project

User-centred design and design thinking:
- Building a robust Design System
- Conducting UX research in applied research settings
- Designing efficient, usable and accessible user experiences

Advertising and communication:
- Creating distinctive cross-media campaigns
- Building brand identities that make a difference
- Developing visionary concepts

Visual arts:
- Working professionally across illustration, photography and video

AWARDS AND RECOGNITION

- **HackZurich Hackathon**, Audience Award and special mention from Huawei (UX/UI design, art direction)
- **EUvsVirus Hackathon**, 3rd place, Remote Working track (UX/UI design, art direction)
- **Mediastars**, Internet & Multimedia: Special Star for Concept Design, awarded to A-Tono for Kia Sportage GPL+
- **Mediastars**, Internet & Multimedia: Special Star for Usability, awarded to A-Tono for Kia Views
- **Mediastars jury member** since 2014: Corporate Identity, Packaging Design & Promotions
- **Illustration**: special mention, **ADCI** "Design Your Pride" contest
- **Photography**: jury's special mention, "Acqua come bene comune" (Water as a common good)
- **Video**: first place for Concept, "Meetic" on **Zooppa.com**

WORK EXPERIENCE IN SWITZERLAND

Curator, Triennale Maroggia · January 2026 – Present
Municipality Val Mara - Melano
Impact: Fundraising, institutional communication, ideation and mediation, graphic design and organisation of the **new phase of the Triennale Maroggia**; brand creation and curation; art event management

UX Designer, Product designer · December 2026 - Present
Conhive Group holding - San Benedetto del Tronto
Impact: Principal, Lead UX research&design, product design

UX Designer, Project Manager · December 2025 - June 2026
Linkfloyd - Lugano
Impact: Lead UX researcher and designer on a research and communication project for **RSI**

UX Architect- January 2025 - July 2025
Andergroup - Lugano
Impact: Documentation, planning and functional specifications for the digital transformation of ti.ch, the official website of the **Canton Ticino**

Director Ticino- January 2024 - December 2025
MUDA - Zurich - Bellinzona - Lugano
Impact: Fundraising, institutional communication and mediation, graphic design and organisation of **Muda's first exhibition in Ticino** after the Zurich venue closed in 2020; brand management, art direction, UX design, art event management, curation

UX Researcher, Visual Designer and Content Creator - September 2022 - December 2022
Arduino - Mälmo, Sweden (Remote)
Impact: UX research and user experience for the new **Micropython** section and its documentation (Link) design thinking, design sprints, user-centred design, usability, **Jira**

Art director, Visual/UX/UI Designer/PM - September 2019 - Present
FS Lab - Freelance - Zurich / Lugano (Portfolio Fashion/Beauty) (Portfolio UX)
Impact: **UX/UI Lead** for Balancever (EUvsvirus Hackathon winner), UX/UI design for Crowdfree (HackZurich Hackathon winner), **Brand designer** for CHance, **Communication manager for MakeZurich,** UXR/UX/UI design, brand identity (logo design, art direction), graphic/web design, photography, social media, illustration, video

Visual Designer - May 2019 - September 2019 - 4 months
Perfecthair AG - Zurich
Impact: Within days, became fully operational in **Jira** on a different operating system (Windows) and in German.

Local Leader - UX Researcher - November 2018 - November 2020 - 2 years
The Interaction Design Foundation - Zurich
Impact: Organised meet-ups and workshops on user-centred design, hosted at **Facebook's office** (project link, prototype)

Visual/UX/UI Designer - January 2018 - June 2018 - 6 months
Artemperature - Zurich
Impact: Content creation, graphic design and **re-branding**, digital art direction, art direction, social media advertising, brand identity, usability

January 2016 - December 2017 - 2 years
Career break - Zurich

WORK EXPERIENCE IN ITALY AND THE US

Visual/UX/UI Designer - January 2014 - December 2015 - 2 years
A-Tono - Milano
Impact: Responsible of international relevant clients like **Kia Motors** (brand and digital art direction), **Chanel**, 3M (Post-it), Coty, San Carlo, Polara**,** UXR/UX/UI design, Art Direction, brand identity, web design, cross-media campaign, BtL, Atl, usability

Visual/UX/UI Designer - January 2013 - December 2014 - 1 year
Codemachine - Milano
Impact: Responsible for international clients like **ScientiaMobile (U.S. remote)**, Realprotection**,** UXR/UX/UI design, graphic assets and icon design, art direction, brand identity, usability

Visual/UX/UI Designer - January 2008 - December 2012 - 5 years
PT Communication - Venice
Impact: Responsible for international clientslike Metjeans, Piaggio, Lamborghini, Valdo, Australian**,** UXR/UX/UI design, Art Direction, graphic and web/app design, promotions, BtL, Atl, usability

December 2000 - March 2008
Midastudio - Treviso, *graphic/web designer* March 2007 - December 2007
Develon - Treviso, *web designer* November 2006 - February 2007
H-Farm - Treviso, *Flash designer* April 2006 - October 2006
Oot - Treviso, *Flash Designer* January 2006 - March 2006
Garmusic - Padova, *Sales and Administration Manager, owner* January 2004 - December 2005
Elpicomp - Padova, *graphic/web designer* March 2002 - Dicembre 2003
Trenet - Padova, *web designer* September 2001 - February 2002
Università degli studi di Udine - Pordenone, *IT System Assistant (Windows, Red Hat Linux)*
Skills: UX design, html/css, web design, cms, windows system September 1999 - June 2001

EDUCATION AND TRAINING

UX Design and Project Management
Master of Arts in Interaction Design, **SUPSI**
Google Project Management: Certificazione, (certificato), **Google**
Design Thinking (certificato), User Experience (certificato), Human-Computer Interaction - HCI (certificato), Become a UX Designer from Scratch (certificato), **The Interaction Design Foundation**
User Experience Design Essentials - Adobe XD UI/UX Design (certificato), Figma (cerificato), **Udemy**
Introduction to Human-Centered Design (certificato), **IDEO**
Viral Marketing and How to Craft Contagious Content (certificato), **Coursera**

Communication and Art Direction
Design your future, **Mas strategic design - ZHdK Strategic Design**
Future of Branding week, **Future London Academy**
Art Direction and Visual Communication, **insegnante Gianluca Regnicoli, Noetica**
Publishing and Interactive Typography, **IED Istituto Europeo di Design**

Bachelor's degrees
Multimedia Science (**BSc level)**, Università degli Studi di Udine, thesis "Analisi sonora del film The Company di Robert Altman" (UX, art and cinema)
Audiovisual **(BSc level)**, Università degli Studi di Udine, thesis "L'indicizzazione di un sito web" (graphics and cinema)

Video
Stop Motion **(1° e 2° livello)**, **professor Stefano Bessoni (regista), Teatro Franco Parenti**
Video con la reflex, **Istituto italiano di Fotografia**

Photography (Photo-portfolio: **http://www.flickr.com/photos/aileen_)**
Language of photography, **professor Guido Cecere, Accademia di Belle Arti di Venezia**
Social reportage, **professor Francesco Fantini**
Photography Workshop **(1° livello), Istituto italiano di Fotografia**
Dance Photography, **professor Luciano Romano, Accademia Teatro alla Scala**
Photography, **professor Annie Leibovitz, Masterclass**

Illustration (Illustration-portfolio: IG @hetepheres_com)
Digital coloring, Graphic Novel, **professor Emanuele Tenderini, TataiLab**
Graphic novel, **professor Antonio Menin**
Illustration, **professor Stefano Bessoni**
Illustration, portrait and watercolours, **professor Vanadia Cantaro, Scuola Superiore d'Arte Applicata**
Sculpture, **professor Casimiro Piazza, Scuola di scultura (Svizzera)**

High school
Maturità scientifica, **Liceo Scientifico E .Mayorana**

ADDITIONAL INFORMATION

Press and media (2 years):

- Editor and journalist at a local daily newspaper (Italy); press officer for a dance academy (Italy)

Social and educational services (7 years):

- One year at a volunteer centre for people with disabilities
- Two years volunteering at summer camps for children aged 6–14
- Three years in a volunteer youth association (Scouts)
- Six months volunteering at a senior centre
- Six months of after-school tutoring and learning support

Music:

- 13 years as solo clarinettist in a march band
- Four years as a singer in a choir and a rock band