Anna Federica Ferrara

Senior Designer

Location: Italy > Lombardia > Milano
Website: http://www.annafedericaferrara.com

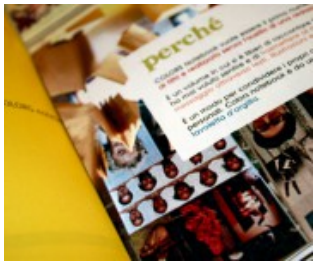
Years of Experience: >10
Employment Search: No
Internships Available: Si

Showcase description

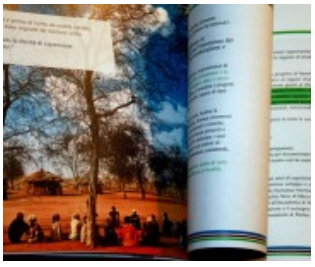
Communication Designer. In restless search for hints and novelties capable of inspiring my creativity. I constantly observe and try to comprehend everything that may be useful to me in order to create something communicatively interesting and appealing. To me, even what apparently seems to be the most uninteresting thing is worth observing for a creative and open-minded professional figure. Thanks to such a drive for experimentation and to my study and job career - Communication Design Master Degree, Politecnico di Milano. Assistant lecturer for Dipartimento Indaco / Politecnico di Milano. Art director at SunnyCom Publishing, communication design consultant for AIESEC, BCC / Banco di Credito Cooperativo, Assocompositi, Federchimica, Touring Club Italiano, Kiian Italia, Hp Italia, Associazione Enzo Biagi Pianaccio, Marabu Italia. Graphic designer at Luceplan SPA - I have developed and improved through the years a well-founded competence and deep skill and sensitivity to the several different features of graphics, nonetheless keeping a high interest for the whole world of design at all times. I just finished a period in London where I worked with the designer Christian Kuster at CHK Design Studio. The world of graphics is quite a vast one, for such reason I decided to specialize in the sector I find most interesting, expressive and stimulating: publishing design. Paper has some magic in itself: tactility. Images imprinted on it are capable of transferring and communicating messages and sensations in a totally unique fashion. I have started this route making a job out of passion; I love going through the pages of books, observing how photographs, graphic and typographic elements were conceived and positioned for to narrate emotions. Every single page, although being a part of the same container, reveals its own ?personal? story and the best aspect of this job is the effort to try and transfer that story visually in the utmost creative, emotional and effective way, whatever its contents. Two of my projects were selected and published in the Taschen book "Stationery Design Now / Stationery design from all over the world" and " Selected A / graphic design from Europe" by Index Book. About my approach: reliability, dynamism, determination and capacity to bear efforts, spirit of enterprise, open-mindedness and flexibility, together with my thorough will to learn through experience and work, especially team work when required, and my great inclination to interacting with multicultural environments, will constitute my support for a challenging and tough commitment which I expect to draw a great satisfaction from.

Advertising

Case History










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