Giuseppe Farina // CV

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Nationality // Italian
Place and date of birth // Melzo (MI), 21/04/1986

Education //

2010-2011
Tongji University, College of Design and Innovation - Shanghai
International Double Degree exchange *PoliTong* (Sino-Italian Campus)

2008-2011
Politecnico di Milano, Design Faculty - Milano
Master degree in *Product Service System Design* (110/110) (International course)

2005-2008
Politecnico di Milano, Design Faculty - Milano
Degree in *Industrial Design* (110/110)

2000-2005
Liceo Scientifico Giordano Bruno - Cassano D'Adda (MI)
Scientific diploma (85/100)

Experience //

09/2011 - up to now
Interaction designer
Applix Group - Digital app company - Gorgonzola (MI, Italy)
User Experience, User Interface, wireframes, digital prototypes and demo, icons, Apps, websites and animations.

12/2010 - 03/2011
Motion designer (freelance)
Enovate China - Consumer research agency - Shanghai
Animation and movie.

09/2010 - 03/2011
Intercultural branding designer (internship)
Wild Design - Product design and Branding - Shanghai
Advertising, illustrations, packaging and mock-ups, screen presentations, interfaces, websites, logos, brochures, animations and stop motion.

04/2010 - 06/2010
Graphic designer (internship)
Arobase Communication - Graphic design studio - Shanghai
Catalogues, brochures, logos, business cards, websites.

09/2008 - 03/2010
Graphic designer (freelance)
LTM, ARCO, SIAP - Metalworking company - Ciserano (BG, Italy)
Company's catalogues, bruchures and business cards, websites; photo-shooting and post-production of company's products.

Skills //

Linguistic competences
Italian: mother tongue
English: excellent knowledge (Toefl 95/120)
Chinese: 你好 and 谢谢

Technical competences
MacOSX & Windows:
- Adobe Creative Suite
    Illustrator, Photoshop, InDesign (excellent knowledge)
    After Effect, Acrobat Pro (good knowledge)
    Premiere, Flash, Dreamweaver (basic knowledge)
- 3D modelling
    Autodesk Alias Automotive 2010 (basic knowledge)
- Microsoft Office
- Wacom Bamboo
- Ability to read HTML and CSS language

Generic competences
Good team working skill, even with people with different competences and background,
developed during my working experiences and academic path.

Love working in international team,
after attending an international Master Degree and living in Shanghai for more than one year.

Ability in coordinating working teams, managing time and work-flow,
thanks to many group projects, even in stressful situations.

Knowledge of many design and research tools,
such as storyboard, mindmap, persona, customer journey map, scenario, system map.

Good aptitude for brainstorming activities and ideas generation,
making them real through sketches, fast mock-ups and prototypes, both physical and virtual
such as animation or UI demo.

Strong and clean visual design sense,
with an eye on typography, colours, layout and pixel-perfect UI details.

Experience in designing usable web-based interface,
paying attention to user experience and usability issue.

Bellinzago Lombardo,
18/03/2012

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