



## Federica Citterio Brand and graphic designer



### PROFILE and CONTACTS

Born in Carate Brianza (MB)  
on 27 March 1993

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e-mail: citterio.federica@gmail.com



### ONLINE PRESENCES

- www.federicacitterio.com
- www.linkedin.com/in/federica-citterio-795609aa
- www.behance.net/federicacitterio
- www.instagram.com/federicacitterio.design
- www.instagram.com/federicacitterio.illustration



### LANGUAGES

**Italian:** native language  
**English:** Cambridge English: First (FEC)  
**Spanish:** advanced



### INTERESTS and PASSIONS

I love history of **art** and I could spend hours and hours in museums; I am also very passionate about **fashion** and **cooking**.



### EDUCATION

- Dec. 2020 - Oct. 2021 **Professional Master**  
Graphic design and visual communication  
*Instituto 42, Murcia (ES)*  
Mark 10 with honors/10
- Nov. 2015 - June 2017 **1<sup>st</sup> level Master**  
Brand Communication  
*POLI.design Milano*  
Mark 110/110
- Oct. 2012 - July 2015 **Bachelor degree**  
Interior Design  
*Politecnico di Milano*  
Mark 108/110
- Sept. 2007 - June 2012 **Grammar school**  
*Liceo Classico A. Manzoni Lecco*  
Mark 83/100



### ESPERIENZE PROFESSIONALI

- May 2021 **POLI.design Milano**  
Coordinator teacher in a workshop for Strategic Design Master
- December 2018 **POLI.design Milano**  
Coordinator teacher in a workshop for Strategic Design Master
- March 2018 - in progress **Brand e visual design freelancer**
- June 2016 - in progress **Total Tool Milano**  
Visual, brand, exhibit designer and project manager



### SOFTWARE SKILLS

Indesign	<div style="width: 100%; height: 10px; background-color: #800080;"></div>
Illustrator	<div style="width: 100%; height: 10px; background-color: #800080;"></div>
Photoshop	<div style="width: 100%; height: 10px; background-color: #800080;"></div>
XD	<div style="width: 100%; height: 10px; background-color: #800080;"></div>
Keynote	<div style="width: 100%; height: 10px; background-color: #800080;"></div>



### EXPERTISES

Brand identity and positioning, verbal identity (naming, payoff) and visual (logo, visual system and language, typography and chromatic definition), brand manual, editorial plans for social media, editorial design, icon and illustrations, graphic presentation, project management



### EXPOSITIONS

- Il gabinetto bionico di Ernst Haeckel @2034**  
*Exhibition and graphic design*  
Display panel that reinterprets the liberty style  
Chiostri Basilica di San Marco, Milan, Design Week 2022, 7 - 12 June 2022
- Il rischio del quotidiano**  
*Exhibition and graphic design*  
Exhibition on the reinterpretation of the Beppe Novello's cartoons by Giulio Ceppi  
Torre Viscontea, Lecco, 19 February - 20 March 2022
- Tribute to the Tree**  
*Exhibition design*  
Exhibition design of the ReThinking the Future collection by Tabu  
With Williams Pompei  
ADI Museum, Milan, 27 October - 7 November 2021
- Sociocromie. 100 anni in 25 colori.**  
*Exhibition and graphic design*  
Exhibition on the social and historical value of the colour  
Museo della Scienza Leonardo da Vinci, Milano, 7 september 2021 - 10 April 2022
- WOOD.WORKS**  
*Exhibition and graphic design*  
Exhibition on well-being aspect of wood  
Domotex, Hannover, 10-13 January 2020
- Valore artigiano**  
*Exhibition and graphic design*  
Exhibition on the evolution of the hand in craftsmanship, in collaboration with Confartigianato Imprese  
Matera, 17-30 October 2019
- Smart city 2019**  
*Graphic design with Williams Pompei*  
Exhibition/event on future of cities promoted by Material ConneXion Italia  
Superstudio 13, Milan, Design Week 2019, 13 March - 14 April 2019
- THE 6 SMART STILTS**  
*Graphic design with Williams Pompei*  
Exhibition in Smart city 2019  
Superstudio 13, Milan, Design Week 2019, 13 March - 14 April 2019
- ANP (Associazione Nazionale Presidi)**  
*Graphic design*  
Graphic for ANP booth in Smart city 2019  
Superstudio 13, Milan, Design Week 2019, 13 March - 14 April 2019
- WOOD.LIFECYCLE @Smart city 2019**  
*Exhibition and graphic design*  
2<sup>nd</sup> edition in Smart city in Milan  
Superstudio 13, Milan, Design Week 2019, 13 March - 14 April 2019
- WOOD.LIFECYCLE**  
*Exhibition and graphic design*  
Exhibition on wood value chain  
Domotex, Hannover, 11-14 January 2019
- Lake Como Essence**  
*Contribution to the graphic design team*

Exhibition on craftsmanship of the area of the Lake Como  
Lariofiere, Erba (CO) 27 October - 4 November

**Scollamenti Temporal**  
*Exhibition and graphic design*  
Exhibition on Giulio Ceppi's collages  
Triennale di Milano, 6 June - 8 July 2018

**Smart city 2018**  
*Contribution to the exhibition design team*  
Exhibition/event on future of cities promoted by Material ConneXion Italia  
Superstudio Più, Milan, Design Week 2018, 17 April - 12 May 2018

**From the Moon to Mars**  
*Exhibition and graphic design*  
Booth in Smart city 2018  
Superstudio Più, Milan, Design Week 2018, 17 April - 12 May 2018

**El Último Cielo**  
*Graphic design*  
Exhibition on Giulio Ceppi's photography artworks to promote Italy-Cuba exchange  
Triennale di Milano, 25 May - 4 June 2017

**City of guitars**  
*Contribution to the graphic design*  
Exhibition on guitar  
Arenario di Monza, 10 May - 2 July 2017



### PUBLICATIONS DESIGNED

**Sociocromie. 100 anni in 25 colori**  
*Visual design and layout of synthetic the catalogue*  
In occasion of the Festival dei Luoghi Comuni, Cuneo  
7 - 11 October 2022

**Il rischio del quotidiano**  
*Visual design and layout of the catalogue*  
Catalogue in occasion of the exhibition Il rischio del quotidiano at Torre Viscontea, Lecco  
February 2022

**Sociocromie. 100 anni in 25 colori**  
*Visual design and layout of the catalogue*  
Catalogue in occasion of the exhibition Sociocromie at Museo della Scienza Leonardo da Vinci, Milano  
September 2021

**Dossier Innovaimprese**  
*Visual design and layout of the dossier*  
Dossier "Lombardia è ricerca e innovazione"  
November 2018

**Smart city 2018**  
*Editorial design of the book*  
Book on exhibition/event of Smart city 2018  
July 2018

**Scollamenti Temporal**  
*Editorial assistance*  
Catalogue in occasion of the exhibition  
Edizione Magonza  
June 2018

**Mindmaps**  
*Editorial design of the catalogue*  
Catalogue of Giulio Ceppi's selection of works in occasion of the exhibition *Mindmaps*, Bellagio (CO)  
June 2016



### PUBLICATIONS

**Sociocromie. 100 anni in 25 colori**  
*Quoted as graphic designer*  
Synthetic catalogue for the Festival dei Luoghi Comuni, Cuneo  
7 - 11 October 2022

**Il rischio del quotidiano**  
*Quoted as graphic and exhibit designer*  
February 2022

**L'Alfabeto della Rinascita**  
*Quoted as illustrator with Giulio Ceppi and Stefano Mandato*  
Egea Editore  
November 2021

**Sociocromie. 100 anni in 25 colori**  
*Quoted as exhibit and graphic designer with Ilaria Siani*  
Chimera Editore  
September 2021

**CNAPPC (Consiglio nazionale degli architetti pianificatori paesaggisti e conservatori)**  
*Quoted as designer for the new identity of Last Supper museum*  
pag. 127  
Editrice Salentina  
December 2020

**INTERNI**  
*Quoted as designer with Williams Pompei of the CITY VIBES veneer in the ReThinking the Future collection by Tabu*  
pag. 68-69-70-71  
June 2020

**IQD**  
*Quoted as designer with Williams Pompei of the CITY VIBES veneer in the ReThinking the Future collection by Tabu*  
pag. 146-147  
June 2020



### AWARDS

**Honor Mention to XVII Compasso d'Oro**  
*at ReThinking the Future collection by Tabu wit City Vibes wood veneer designed with Williams Pompei*  
June 2022

**Finalists**  
*Contest for the new logo Botteghe Storiche, Locali di Tradizione and di Interesse Culturale, launched by Comune di Genova*  
with Williams Pompei  
February 2020

**1° prize on professional category**  
*Contest IDESxWOOD launched by Tabu (Cantù, CO) for the multilaminar veneer design*  
with Williams Pompei  
May 2019