



General Information

First name: Alessandro
Second name: Federico
Date of Birth: 26/12/1988
Genre: Male
Nationality: Italian

Spoken Language

Italian (mother tongue)
Spanish (professional)
English (fluent)

Main Skills

- > Creative and eclectic personality; ability to tackle any type of creative project.
- > Optimistic and friendly attitude, with the predisposition in team work, enhancing the characteristics of each component.
- > Team-leading skills, with experience in the management and enhancement of team members through a proactive and empathetic attitude.
- > Determination in achieving goals, proactivity and natural inclination to problem solving; right balance between hard work and creative intuition.
- > Curiosity towards new design and technological solutions, commitment to research, sensitivity to social and environmental issues.

Competences

- art and creative directing
- graphic and visual design
- architecture, retail and interiors
- urban planning and regeneration
- corporate and brand identity
- communication and marketing strategies
- concept and development of creative ideas
- copywriting, storytelling e content marketing
- advertising and digital campaign
- social media strategies and management
- product and fashion design
- photography, postproduction and set design
- service design, UX e UI
- website architecture design
- video editing and production
- comics, illustrations and animation movies
- packaging design and graphics
- graphics for publishing and type design

Education

- 2021** Executive master degree - Digital Marketing
at 24Ore Business School, Milano, Italy.
- 2017-2018** 2nd (Level) Master degree (CMU2)- Urban rigeneration and social innovation
at Università luav di Venezia, Venezia, Italy.
- 2015** European professional qualification to architecture pratice OAPPC Catania
at SDS Architettura, Siracusa, Italy.
- 2007-2014** Master degree in architecture [final grades: 110/110 with honors]
at Università degli studi di Catania-SDS di Architettura di Siracusa, Siracusa, Italy.
- 2011-2012** Erasmus studio program
at UPM Escuela Técnica Superior de Arquitectura de Madrid, Madrid, Spain.
- 2002-2007** High school degree [final grades: 96/100]
at ISS Leonardo da Vinci Ind.Scientifi co, Niscemi, Italy.
- 2001** INPS summer school
at Collège Sainte-Thérèse - Ozoir-la-Ferrière (Paris), France.

Work Experiece

- 2021-Current** Founder and creative director
at AFV Design Studio, Milano, Italia.
- 2021-2024** Senior Creative Director
at Vera Cura, Roma, Italia.
- 2017-2021** Art and Creative director and communication strategist
at TheFairplay, Milano, Italia.
- 2017** Urban planner, visual designer and communication specialist
at KCity Rigenerazione Urbana, Milano, Italia.
- 2017-2018** Board member and communication specialist
at Circolo dell'Arte sui Navigli, Milano, Italy.
- 2012-2018** Founder and satirical cartoonist
at La Vignetta Blog di Alessandro Federico-Veca.
- 2016** Visual consultant and graphic designer [external collaborator]
at Ponto I, Estoril, Portugal.
- 2016** Storyboard creator and storytelling assistant [external collaborator]
at Borgato&Bertè Directors, Milan, Italy/Cascais, Portugal.
- 2016** Senior architect and designer [external collaborator]
at Claudio La Viola Architetture, Milan Italy.
- 2015** designer and founding partner
at Tap Run! ©.
- 2013** Head of comunication of "W-Net" [architecture university research]
at Università degli Studi di Catania, Siracusa, Italy.
- 2012-2013** Art director and graphic designer
at Sicil Dupli SNC, Catania, Italy.
- 2010** Coordinator of architectural exhibition
for at Eko, Siracusa, Italy.

Workshops/courses

- 2015** School of english-intermediate class
at The English Academy School of English, Dublin, Ireland.
- 2014-2015** Giochi di Strada organized by Renzo Piano's G124 Group,
Abadiri Catania, OAPPC CT, BAL Nuove azioni per Librino, Catania, Italy.
- 2014** intensive architectural landscape workshop with Marc Rumelhart
organized by Giardini in campo at Castello di Chiaramonte, Favara, Italy.
- 2011** Dalla conoscenza alla Ri-Costruzione organized by UNICT-SDS
Architettura, Villa San'Angelo, Italy.

Awards and Prize

- 2014** Winner of the contest of logo by Thòlos. [1st Prize]
- 2014** Mention of the national contest Disegna la Fascia by G.Buffon
[Top10]
- 2013** Winner of the national contest of humorous illustration Le api per un
agricoltura durevole by UNAAPI, with the work Problemi di Impo...
llinazione. [1st Prize]
- 2013** Winner of the national contest of humorous illustration Un sorriso
senza grane by AIC Lazio, with the work "Giovani e Celiachia". [1st Prize]
- 2012** Winner of the GVL constest of logo by Good Vibes Lab. [1st Prize]
- 2007** Winner of the national competition of humorous illustration Oscar
della Vignetta 2007 by Spotornocomics with the work Area Verde. [2nd
Prize]

Publications

- A-Federico-Veca, Temporary Poems Vol.2,
Issuu (2021) / Various Author, Square Project,
Balloon Projects (2020) / A.Federico-Veca,
Project's Recook- Re-reading of university's
architectural projects, Issuu (2020) / A.Federi-
co-Veca, REIWA (3 volumi), Issuu (2020) /
A.Federico-Veca, Temporay Poems Vol.1, Issuu
(2019) / A.Federico-Veca, Tàlia, Issuu (2019) / A.
Federico, Comunicare x Rigenerare - Il visual
design come strumento per raccontare processi,
politiche e complessità nei progetti di Rigenera-
zione Urbana, Issuu (2018) / Sea Group, Catalo-
go Cartonsea 2016, Ideostampa (2016)/
A.Federico, The Floating Crowd, Issuu, October
(2016) / A.Federico, Postcard from the site,
Issuu (2016) / A.Federico, Urban Tac-Upgrading
strategies for suburbs city of Niscemi, Issuu
(2016) / A.Federico, lcs lcs lcs, a photographic
portrait of conteporary Amsterdam, Issuu (2016)
/ Various Author, In Ombra Vol.3, Lettera 22
(2014) / Various Author, In Ombra Vol.2, Lombar-
di Editori (2011) / Various Author, In Ombra
Vol.1, Lombardi Editori (2009)