

[portfolio]



Ilaria Federici
graphic / web designer



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CONTACTS



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Since I was a Design student, I caught all the job opportunities in design and technical studio to improve my professional skills. I was eager to face the real work and to learn how to deal with clients. Nowadays, I am working as freelance Graphic Designer, with the same passion and motivation like the first times but with more experience. I am looking for new job opportunities in my field but I am also open to extend my competence to the digital media. My best skill is my curiosity that brings me far and lets me discover more and more things.

 facebook.com/ilarioladesign

 instagram.com/ilariozza

 linkedin.com/in/ilariola

SKILLS AND INTERESTS

SOFTWARE

Photoshop
Illustrator
InDesign
After Effects
Wordpress
Dreamweaver
Social Media
Mailchimp
HTML 5
CSS
UX

LANGUAGES

Italian Mother tongue
English C1
French B2
Portuguese B2

PERSONAL

Arts
Photography
Writing
Travelling
Music

EDUCATION

- 2004 • **Degree in Graphic Design** at I.S.I.A. (Istituto Superiore Industrie Artistiche - Advanced Institute of Industry Arts) in Urbino (Italy), final mark 110/110 cum laude, AY 2003/04.
- 1999 •
- 1999 • Secondary school **Diploma in Arts**, specialization in **Figurative Drawing** "Progetto Leonardo", School of Arts Liceo Artistico "Pier Luigi Nervi", Ravenna (Italy); final mark 100/100, AY 1998/99.
- 1994 •

WORK EXPERIENCE

- 2018 • Freelance collaborations with:
2012 • **Wamads** - Madrid (Spain)
Logotypes, brochures, technical sheets for medical publications
- RiWeb** - Almada (Portugal)
Illustration, web banners for Google and Facebook campaigns
- Status Effects Lda** - Lisbon (Portugal)
Newsletters design and adverts to promote contract furniture
- 2018 • Technical support for laser **Lexmark** printers,
2013 • **Sitel**, Lisbon.
- 2013 • Complaint and Customer Care Agent for **Barclaycard**
2012 • Italian market, **Teleperformance**, Lisbon.
- 2011 • Freelance collaborations with:
Altab snc (www.altab.net), Prato, Italy.
Design and vector illustration for interactive presentations.
- InteRa srl** (www.intera.it), Ravenna, Italy.
Graphic design for advertising, brochures related to exhibition fair events, web design.
- Inter.Activ**, Imola (Bologna), Italy.
Online game design, web banners, online platform interfaces.
- 2010 • Graphic designer at **Communiqué Creative**
2009 • (www.comuniquecreative.com), Sliema, Malta.
Design, photography, photo touch-up, illustration, database managing, general office tasks.
- 2009 • Graphic designer at **Studio Emo Risaliti**
2004 • (www.emorisaliti.com) Agliana (Pistoia), Italy.
Graphic design: logos, brochures, packaging, illustration, websites. Dealing directly with clients and suppliers.
- 2004 • Graphic designer at **Menabó srl**
2003 • (www.menabo.com), Forlì, Italy.
Concept and realisation of graphic elements: logos, brochures, advertising materials, photographic touch-up.

Associazione Italiani a Lisbona (2016)

- Logo design
- Web design
- Social media

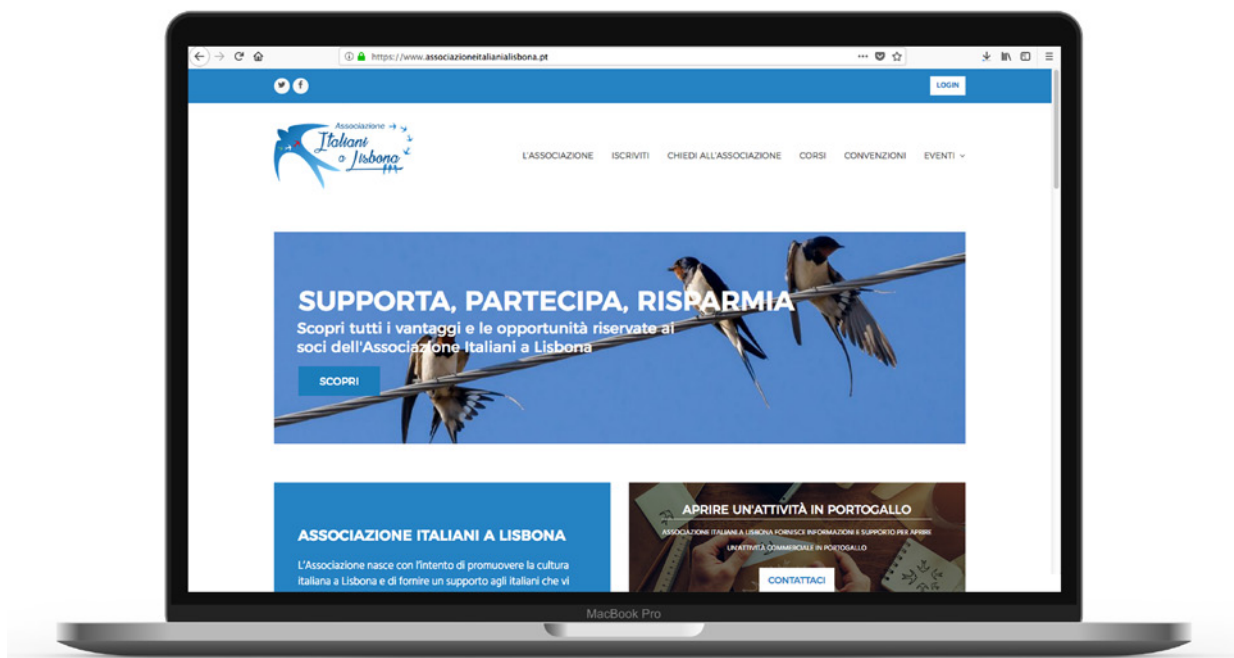


Cultural association logotype

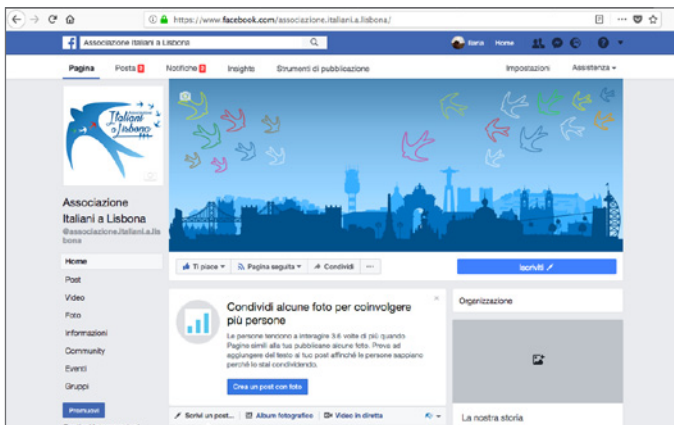
The concept. Flying swallows and active swallow, they contribute to the same goal of creating and promoting events, culture, meetings between the Italians and the complex background of Lisbon.

Website layout for Associazione Italiani a Lisbona

<https://www.associazioneanitalianialisbona.pt>



Social network managing - Facebook and Twitter



Pharmacy logo (2016)

- Logo design
- Corporate



Based on the brief received from pharmacy's director, I created this logotype with classic icons: the pestle and the mortar.

Collaboration with Wam Ads, Madrid.

Sample of fidelity card for Club Saludable campaign



Poster and card for campaign



Intera - 10 years innovation logo (2011)

- Logo design
- Corporate



“10 years of innovation”

The Intera web agency used this logo for their notepad and for other corporate elements, to celebrate 10 years of activity.

Intera website with the 10 years logo

<https://www.intera.it> (2011 version)



Intera 10 years corporate kit



Cervia in Tavola tourism campaign (Intera, Italy 2011)

- Logo redesign
- Web design
- Graphic design

Restaurants map cover



Website layout



Summer campaign for local activities

Promotional map and website, to highlight the Cervia (Italy's Adriatic location) restaurants and bars.

Map opened with restaurant references



Plaza Annual Report (Malta, 2010)

- Graphic design
- Layout



Shopping center official report

Concept and layout, realised during my work experience inside Communiqué Creative in Sliema (Malta).

Sample pages



12. Trade and other payables		2009	2009
		€	€
Current payables			
Trade payables	209,440	102,271	
Capital payables	3,826	24,284	
Other taxes and social security	41,274	45,427	
Other payables	28,838	28,546	
Accruals and deferred income	581,560	416,728	
	662,547	616,676	
Non-current payables			
Deferred income	775,442	764,772	
Trade and capital payables include an amount of €35,425 (2009: €24,690) that is owed to related undertakings (Note 24).			
13. Expenses by nature		2009	2009
		€	€
Employee benefit expense (Note 14)	171,882	159,437	
Depreciation (Note 4)	205,332	245,854	
Director's emoluments	16,280	16,310	
Provision for impairment of receivables	-	(21,277)	
Other expenses	182,816	89,276	
Total operating costs	676,610	599,510	
Fees charged by the auditor for services rendered during the financial periods ended 31 December 2009 and 2008 relate to the following:		2009	2009
		€	€
Annual statutory audit	6,950	6,950	
Other assurance services	1,025	1,425	
Tax advisory and compliance services	5,900	1,440	
Other non-audit services	-	4,600	
	6,475	13,415	

14. Employee benefit expense		2009	2009
		€	€
Wages and salaries	161,091	148,828	
Social security costs	10,591	8,809	
	171,682	158,437	
Average number of persons employed by the Company during the year:		2009	2008
Administration	4	4	
Maintenance	3	3	
Security	1	1	
	8	8	

15. Finance income		2009	2009
		€	€
Interest receivable - finance income	16,325	16,889	
Interest receivable on trade receivables	-	-	

16. Finance costs		2009	2009
		€	€
Interest payable - finance costs	84,723	65,555	
Interest on bank loans and overdrafts	-	-	

17. Tax expense		2009	2009
		€	€
Current tax expense	663,176	421,669	
Deferred tax expense (Note 10)	15,453	25,195	
	678,629	446,864	

Board of Directors

Albert Mizzi - Chairman

Mr. Mizzi was appointed Chairman of the Company in 1998. He has had an active career within the business community in Malta having led a number of major private sector initiatives and is currently Chairman of various companies including HSEC Bank Malta p.l.c., MMDI p.l.c., Consolidated Busset Co. Ltd., Spangolmarini 1990 Ltd., Mico Associated Enterprises Ltd., Maritime Bus 1990 Ltd. and Karmarna Ltd. Mr. Mizzi is a director and shareholder in the JRM Mizzi & Sons Group. He has also served for many years as Executive Chairman of various state-owned companies, including JM Malta p.l.c. (19 years), Middle Sea Insurance, Sea Malta and Malta Shipbuilding. He has also served as Chairman of the Malta Council for Economic Development.

Peter Berg

Mr. Berg is the Managing Director of the Berlay Group of Companies. He is also a Director of a number of other Berlays including Floorboard Floors Ltd., Floorboard Trading Ltd., Berlay Tunisie s.a.r.l. and Chancel UK Ltd.

Anne Marie Tabone

A Certified Public Accountant by profession, Ms. Anne Marie Tabone is Chief Operations Officer of Middlesea Insurance p.l.c.

Gerald J. Zammit

A member of the Plaza Executive Management Committee. Today still actively involved in the Company's operations, Mr. Zammit is the Marketing Director of Communicé Creative Ltd.

Brian R. Mizzi

Within Mizzi Organisation, Mr. Brian R. Mizzi holds the post of Managing Director of Geneva Soft Drinks Co. Ltd. formerly for Coca Cola products, Atlanta Marketing Ltd., The Waterfront Group and is also a director of various other companies in Mizzi Organisation, including the Institute of English Language Studies.

Charles J. Farrugia

Charles J. Farrugia is a non-Executive Director of Plaza p.l.c. He worked in the banking sector for 20 years and sat on a number of boards and committees within the HSEC Bank Group. Before retirement, in December 2009, he held the post of Head Global Banking & Markets and was a senior executive director of HSEC Bank p.l.c. Charles Farrugia still holds a non-executive directorship with HSEC Bank Malta p.l.c. as well as non-executive directorships in other Maltese companies.

Adrian Strickland KM

Mr. Strickland was formerly Chairman of CAM Group and has been Senior Vice President of the Malta Chamber of Commerce. Presently, he is Chairman of Strickland Ltd.

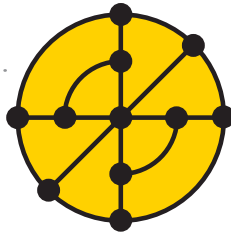
Lionel A. Lapira - Chief Executive Officer

Mr. Lapira joined the Company on 1 July 1994 and has since occupied a number of posts within the Company including Commercial Manager, Company Secretary, Compliance Officer and, 10 January 2004, member of the Company's Executive Management Committee. He had been a member of the HSEC (then HSEC) Council of Shipping Centres since 1995 and in 1997 was awarded AWD (Accredited Marketing Director) status by the HSEC. In January 2000, the Company appointed him General Manager with responsibilities for operations, human resources, training, marketing and property management. With qualifications and experience in management, finance, marketing and public relations, Mr. Lapira obtained his MBA at Heriot-Watt University in 2005. Prior to joining Plaza Centres p.l.c., he occupied senior management positions in the local hospitality, entertainment and leisure industry. Mr. Lapira was appointed Chief Executive Officer on 1 January 2005.



Bibliotheca Lancisiana (2003)

- Logo design
- Corporate



Bibliotheca Lancisiana
ASL Roma E

A library full of history

This logotype has been designed with my colleague Marilena Russelli, for a medicine library in Rome. Its symbol reminds the armillary sphere, a tool that was used for astronomical studies and that is displayed in two exemplaries inside the library.

Medicine library corporate image



Bibliotheca Lancisiana, poster for exhibition (2003)

- Logo design
- Corporate



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