

# Filippo Spiezia

Art Direction

Italy

View the full portfolio at <http://www.thecreativefinder.com/stilelibero>

## Professional Experience and Curriculum Vitae

Creative/Art Director with international management and hands-on experience, excellent graphic design & classic advertising background + mkg & product design management with a great passion for new-media, pursuing a new career leap with an innovative, stimulating and exciting creative & consulting company. More than 15 years experience utilising Internet technologies, and almost 20 years experience pushing boundaries w/cutting-edge design, working as a freelance contractor, full-time employee or running my own new media companies, providing over the last 7 years Art or Creative Direction as owner partner.

## Previous Clientele

Philips, IBM, Sony Playstation, Kraft, Vodafone, Coca-Cola, Barilla, De Cecco, Di Donato, Procter&Gamble, Fater, Masciarelli, Microsoft MSN Messenger, Smeg, Mondadori.

## Awards and Accolades

Sep 2008 - Present

Freelance Art Director and founder of Stilelibero.com

Thorough grounding in websites and multimedia strategic-creative navigation, have been projecting planning and creating interactive entertaining/informative experiences for the web; brand identity & product design, user-centered interface design management and capacities. I am used to develop briefs as far as frame/develop creative concepts, including reviewing databased projects, personalized CMS or backend productions, assuring user-centered design, high quality and consistency from sketches through developing to the final launch.

Jun 2003 - Aug 2008

Creative Director at Insigno Srl

Since 2003 associated with a fast-growing new media company, highly improving company wariness nationwide, led among Best5 Italian Web Agencies (PMI06 Awards), partnered with Roncaglia & Wijkander Network, won first place in "TP Award 2007", developed 2 brand new company branches: Networking and Product Design.

May 2001 - Jun 2003

Art Director and Web Designer at Sinergia Adv

Teaming up with advertising & marketing company, networking with relevant italian agencies, 15 years on the market, very well defined clients and market share. Activate, organize and build web team to create a brand new branch. Art direction and production, performing QA. Repositioning of agency even on web, enlarged market share. Customers billing increased by over 70 % in 2 year, improving customer satisfaction. Improved communication and new corporate website, improved agency awareness.

Aug 2000 - Apr 2001

Art Director at Modem Media Inc. 15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

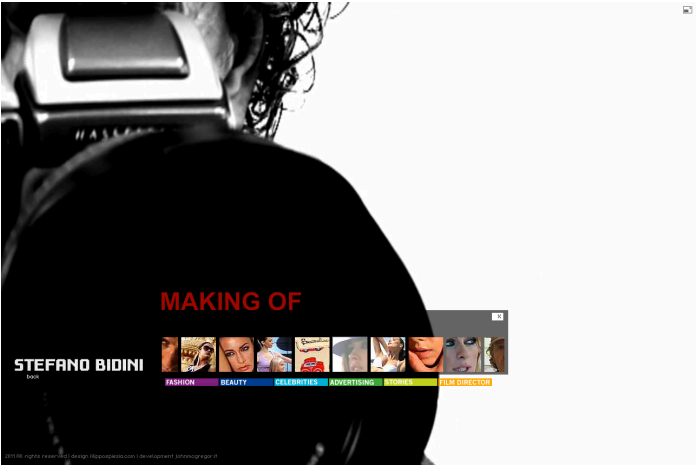
Initially based in S.Francisco, I have been employed in London office in the same

position mainly to redesign PHILIPS.com web design brand new-site project, in team with Norwalk (US) Creative office. Team working with Creative Director, IT techs, managing copywriters and graphic designers. Define content, layouts, structure and

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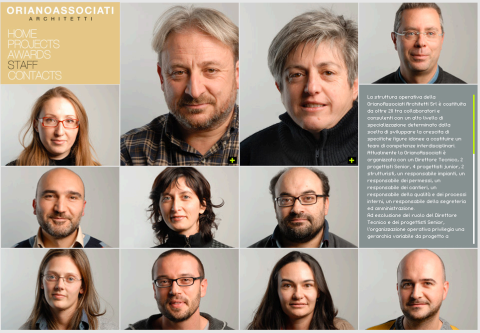
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