

LATEST

JUNE



2024

WORKS



ABOUT

My name is Federico, and I would describe myself as a creative and passionate person who loves graphic and visual design (as much as cooking!). I am passionate at producing engaging content and translating ideas into catchy and unique designs. Graphic design has been a great passion of mine for a long time. Cooking is one of my greatest hobbies! But I do need to exercise and keep my self active so whenever I have the chance I enjoy climbing and bouldering. Which turns out to be a great way for meeting new people, talk (a little bit of) Danish and enjoy some good times.

EXPERIENCES

FREELANCE GRAPHIC DESIGNER, at edef studio
June 2021 – present

- Established new partnerships and managed external customers and vendor relationships.
- Managed administration and finances including budgeting and invoicing for freelance work.
- Managed multiple projects (from brainstorming to implementation) and deadlines simultaneously.
- Developed and implemented visual identities, packaging design, logo designs, illustration and brands’ guidelines to maximize brands’ consistency and aesthetic appeal.
- Customized photography and videography for strengthening digital and social presence (e.g., LinkedIn, Instagram, Youtube) including post–production editing.

PROJECTS: FOJETTA (DK), FAIRWINDS (FR), VETTI ATELIER (DK), TOPICÀL (DK), PLATES FROM A PLANT (DK), LUERTIS (ITA), BROKEN INDEX (DK)

GRAPHIC DESIGNER, at Stella Angelo
June 2022 – September 2022

- Developed high–quality branding materials, including merchandize, in collaboration with the Marketing Team.
- Customized creative designs for marketing purposes including print materials and brochures (e.g., brand–sponsored events).
- Optimized brand’s online presence through tailored and appealing visual design materials and analogic photoshooting to wider its SoMe’s audience.

GRAPHIC DESIGNER, at EAHR
January 2020 – July 2021

- Lead the Communication and Graphic Unit pursuing collaboration and teamwork while striving for excellency
- Conceptualized, illustrated and executed a whole new comprehensive visual and communication strategy in alignment with the organization’s new mission, vision and values (Project Lead)
- Reframed and optimized outreach materials including newsletters, business cards, printed materials, period updates on digital platforms and scheduled contents on SoMe.

SKILLS

ADOBE PACKAGE
ILLUSTRATOR
PHOTOSHOP
INDESIGN
PREMIER PRO
AFTER EFFECT
FRESCO

2D & 3D
AUTOCAD
RHINOCEROS

MICROSOFT OFFICE SUITE
MICROSOFT WORD
MICROSOFT EXCEL
MICROSOFT POWER POINT

WEB DESIGN
WEB FLOW
ONE.COM – WEBSITE BUILDER

Languages

ITALIAN
MOTHER TONGUE

SPANISH
LEVEL C1

ENGLISH
LEVEL C1

DANISH
LEVEL A2/B1

GERMAN
LEVEL A1

COURSES

ADOBE ILLUSTRATOR MEGA COURSE–92LEARN
DESIGN SPRINT–1508
ART DECO STYLE FOR DIGITAL ILLUSTRATION–MADS BERG, DOMESTIKA
CREATION OF AN ORIGINAL LOGO FROM SCRATCH–TATABI STUDIO, DOMESTIKA
DEVELOPING A CREATIVE CONCEPT FOR BRANDING PROJECTS–ALEJANDRO FLORES, DOMESTIKA
DESIGNING A PRESENTATION–LINKEDIN LEARNING
GRAPHIC DESIGN FOUNDATIONS: IDEAS, CONCEPTS AND FORM–LINKEDIN LEARNING
GRAPHIC DESIGN FOUNDATIONS: LAYOUTS AND COMPOSITION–LINKEDIN LEARNINGS
PACKAGING DESIGN WITH PERSONALITY FOR SMALL BRANDS–UN BARCO, DOMESTIKA
TYPOGRAPHY: TYPE IN MOTION–LINKEDIN LEARNING
WHAT IS GRAPHIC DESIGN–LINKEDIN LEARNINGS
DYNAMIC CHARACTER ILLUSTRATION–THOMAS ROHLFS,DOMESTIKA

EDUCATION

MASTER DEGREE
DOUBLE DEGREE IN ARCHITECTURE
IUAV UNIVERSITY OF VENICE (IT)
PUCC PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE (CHL)

BACHELOR DEGREE
BACHELOR DEGREE IN ARCHITECTURE
IUAV UNIVERSITY OF VENICE (IT)

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[LinkedIn, Instagram](#)

VISUAL IDENTITIES



RED TOMATO
R: 168
G: 39
B: 45
#A8272D



YELLOW PASTA
R: 255
G: 239
B: 178
#FFEFB2



BLUE PEPPER
R: 80
G: 30
B: 80
#001E50

FOJETTA is a small Osteria at the core of Nørrebro, Copenhagen. Its profound focus on Rome's style food reflects the background and taste of the owner. Deep fried snacks, fresh charcuterie, hand-made pasta and a great wine selection are among the things you can find.

The visual identity aims at making you feel in Rome while enjoining the food tradition of the Italian Capital. In a fun and relaxing mood, the Oste (the waiter in the Italian Osteria who is hosting you) chats with you and makes you feel at home.



BLACK
#00000
R:0
G:0
B:0

WHITE CASSE
#f6f2e9
R:246
G:242
B:233

RED BORDEAUX
#a43230
R:164
G:50
B:48

LIGHT RED
#E6C9C2
R:230
G:201
B:194

BLUE MARINE
#293557
R:41
G:53
B:87

LIGHT BLUE
#E5E4EA
R:229
G:228
B:234

FAIRWINDS is a sustainable shipping company focused on increasing the awareness on sustainable logistics. The Company seeks to promote environmentally friendly shipping methods, such as sailing boats, while giving more value, rights and acknowledge to the people working the raw materials.

On its first travel, FAIRWINDS sailed from France to the Caribbean to buy raw cocoa. Once the cocoa reached the coast of France, it was worked into traditional chocolate bars. The long-term mission of FAIRWINDS is to empower local population to embrace the entire production cycle, from cultivation to manufacturing.

The visual identity focuses on "voyage" (travel) that is the red line throughout production and packaging. The stamps are added by hand on the packaging to confer even more the idea of a shipped package, delivered directly from the source. The stamps present images of endangers species in the Dominican Republic, the first chosen sourcing location for the raw materials.



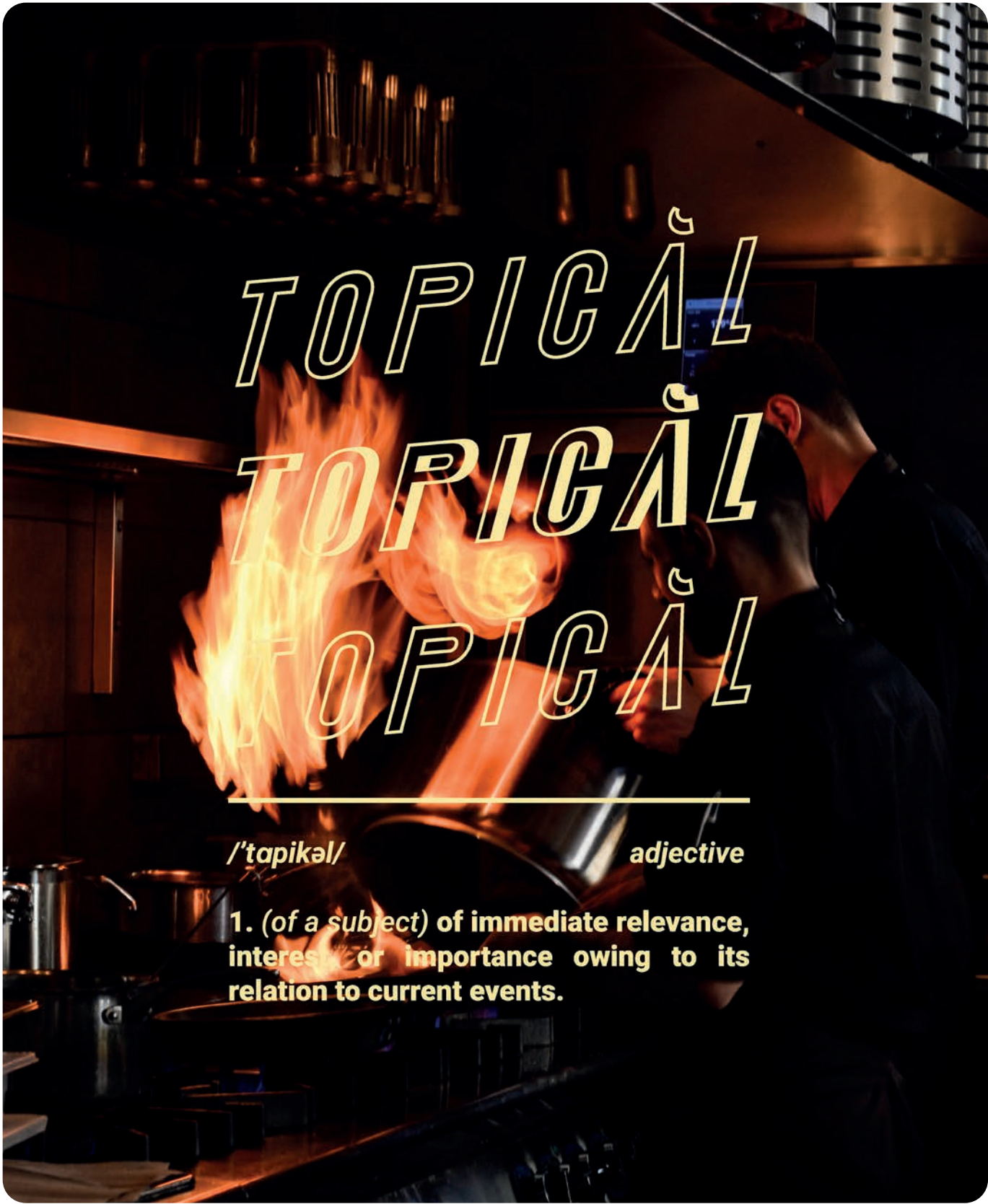
EST. 2022
FAIRWINDS
ECO SHIPPING





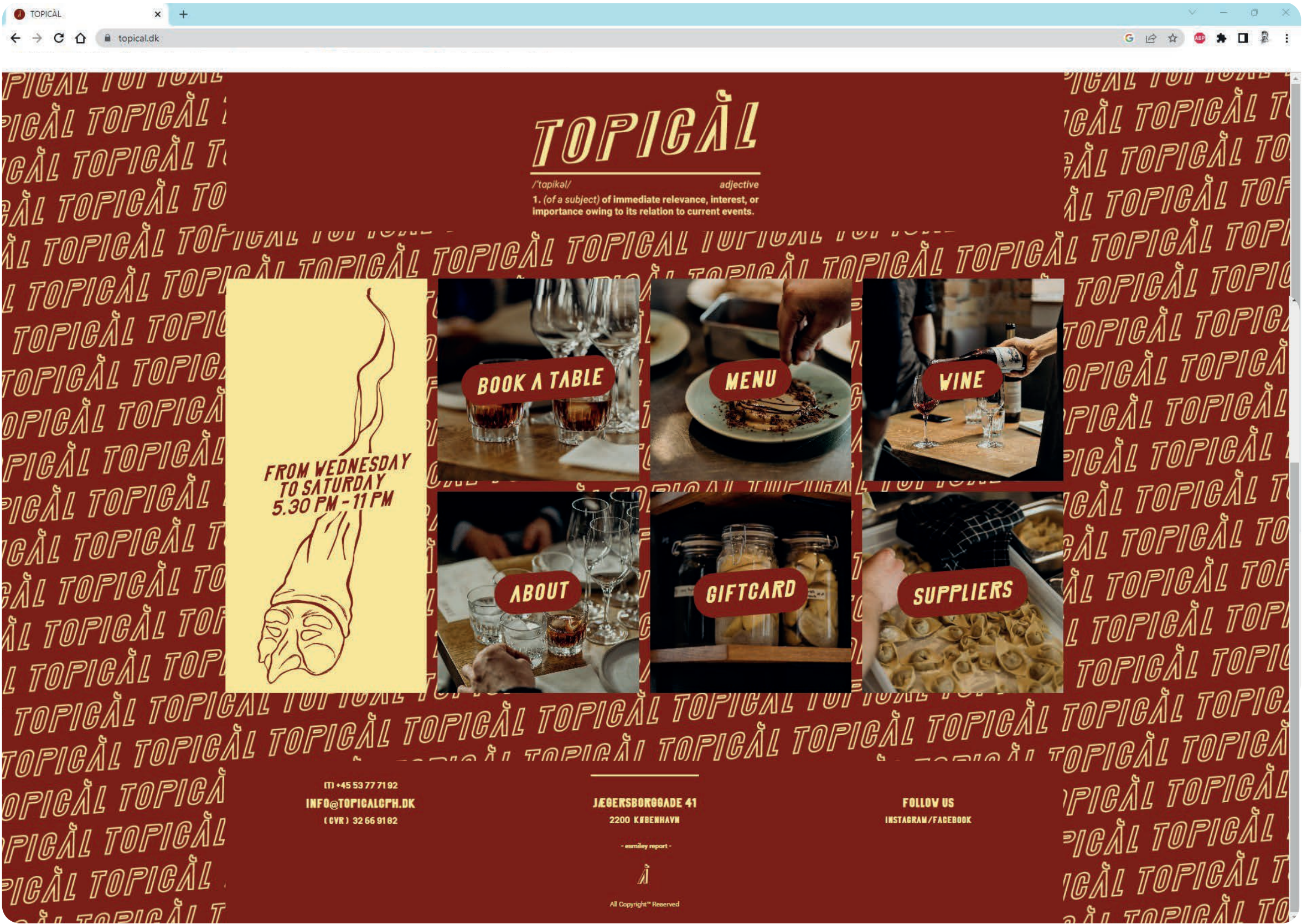
COLOR 1
VANDYKE RED
#872319
R: 135
G: 35
B: 25

COLOR 2
NAPLES YELLOW
#FDEAA5
R: 253
G: 234
B: 165



/ˈtɒpɪkəl/ adjective

1. (of a subject) of immediate relevance, interest or importance owing to its relation to current events.



TOPICÅL has been a casual dining restaurant focused on mixing traditional Mediterranean cuisine with the new Scandinavian food culture. High quality product and dishes are used to find a balance between bitterness, sourness and freshness.

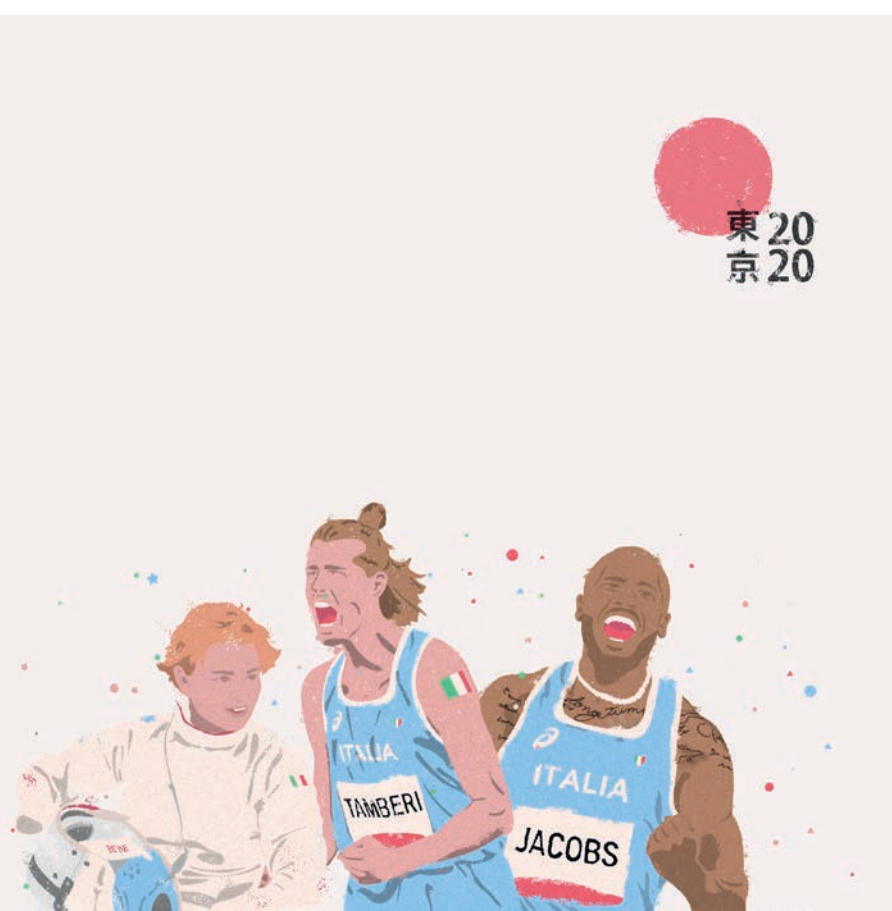
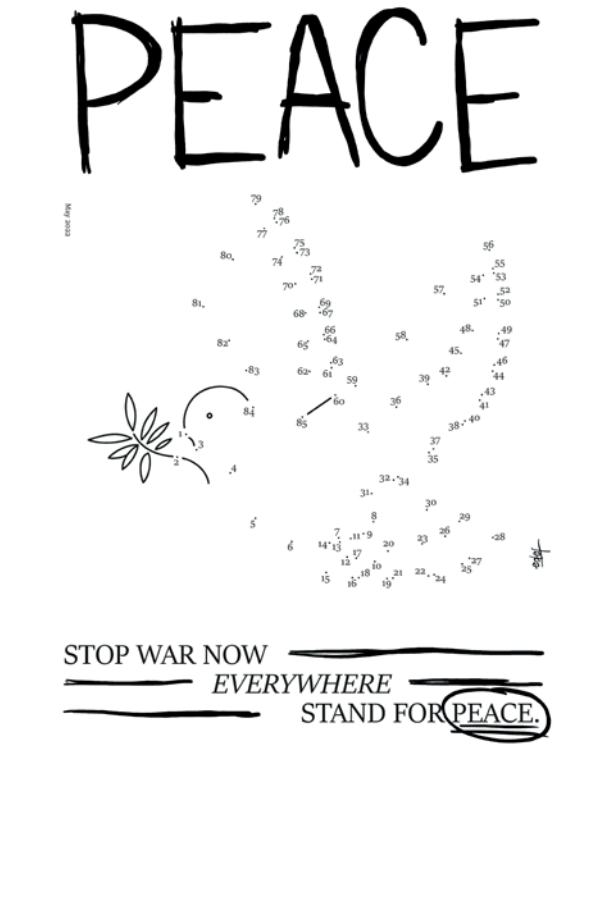
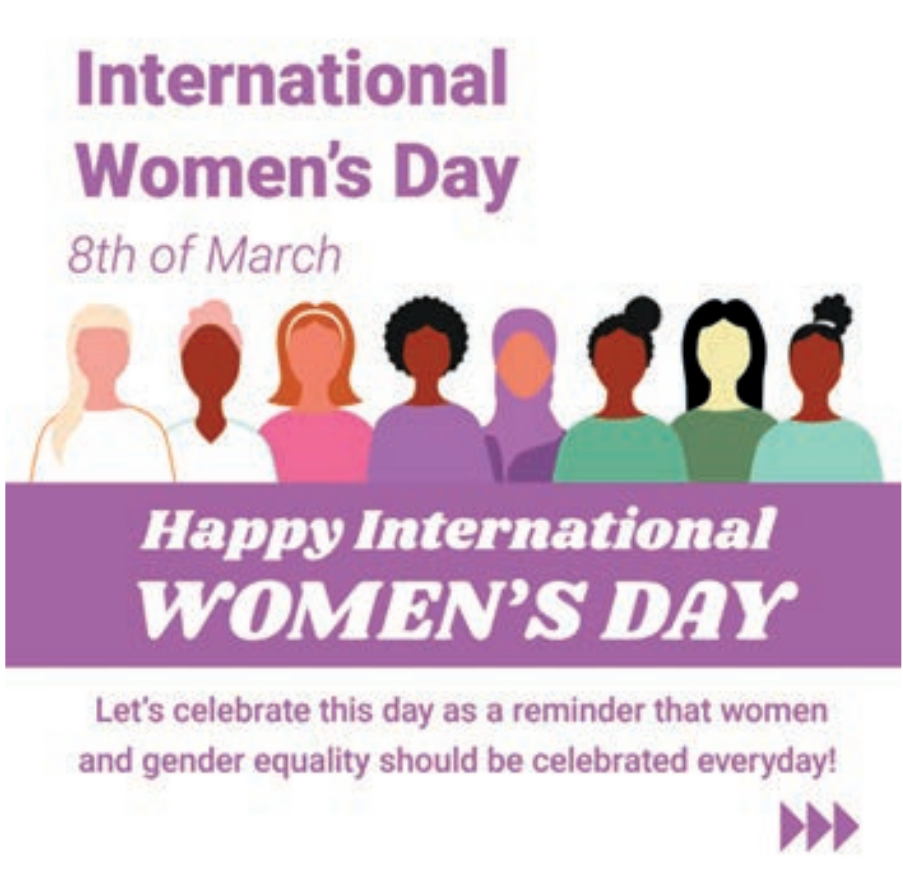
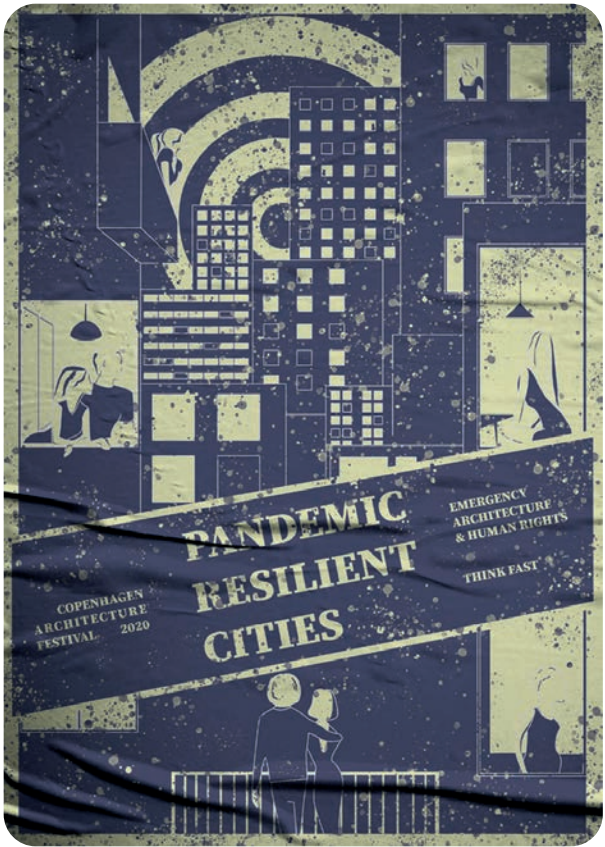
The visual identity focuses on giving a warm and modern vibe to the guests, with a bit of disco music mood to keep it casual. The ad-hoc font has been maintained even when the restaurant was re-named from **TOPICÅL** to **PAESÁNO**, at the end of 2023.

The logo adapts to different formats without losing its core identity. The casual mood is integrated thanks to small illustrations representing Napoli, the city where the Head chef comes from.

PHOTOS



ILLUSTRATION



THANK YOU