



Francesco Cutolo
is a product designer

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I'm a professional designer based in Parma, obsessed by **informations and user behaviours**. I follow every step of a product development cycle with great focus on its rationale, enjoying working on meaningful, **user-centered projects**. I'm obsessed by visual arts and technology, constantly evolving my career focus and pushing my creative boundaries.

Technical proficiency

Interaction and UX
Graphic and visual
Brand
Prototyping
User research and validation
Problem solving

} Design

Education

2007 - 2010, Academy of Fine Arts, Naples, Italy

First level italian degree, Graphic Design for Publishing (100+/110)

2010 - 2012, Academy of Fine Arts, Naples, Italy

Second level italian degree, Graphic Design & Advertising (105/110)



Experiences

2017 - NOW, CheBuoni.it (Bologna, Italy)

Design Lead

2017, Digital Design Awards (Milan, Italy)

Judge

2014 - 2017, Caffeina srl (Parma, Italy)

Senior UI/UX Designer

2008 - 2014, Freelance

Graphic and web designer

2010, One Network Experience (Naples, Italy)

UI Designer

2012 - 2013, Scuola Internazionale di Comics (Naples, Italy)

Web design teacher

2010 - 2013, Geko snc (Naples, Italy)

Graphic and web designer, teacher assistant

Something personal

I'm **overly critical to myself** and my work but I'm a fast learner that try to set higher standards everytime I face new challenges. I'm obsessed with the visual details of the things I read, see and play: I'm always looking for new ideas and solutions and I search them in movies, videogames, literature, art (as **I spend my salaries on comics**, collectibles and typography books).

At last, I don't have the ambition to be a leader but I'm a confident and helpful teammate: colleagues always listen what I've to say and admire my personality and optimism.

Last update: late 2017