

# Tommaso Di Filippo

MULTIDISCIPLINARY DESIGNER & STRATEGIST

## CONTACT

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[tommasodifilippo](#)

## ABOUT ME

Versatile Designer and Strategist with 15+ years of experience in creating human-centered solutions across digital and physical domains.

## EDUCATION

2013-2016

ISIA Design Firenze, Florence

B. of Industrial Design, First Class Honours

2004-2009

Liceo delle Scienze Sociali

High-school diploma in Social Sciences

## SKILLS

- UX/UI Design
- AI Generation
- AR/VR Design
- Visual Design
- User Research
- Narrative Development & Storytelling

## RECENT EXPERIENCE

BrightSites Consulting

UX/UI Designer | 2021-2024

- Led the redesign of a CMS Design System, enhancing user experience and visual appeal
- Implemented innovative AI-driven features, increasing user engagement by 30% and reducing errors by 25%
- Collaborated with cross-functional teams to deliver high-quality design solutions, contributing to a 15% boost in client satisfaction

PHAS Sudio

Part-time Interaction Designer | 2023

- Designed immersive metaverse experiences for Sandbox and Roblox
- Developed UX strategies for AR/VR rooms and prototyped a dynamic company website
- Effectively translated conceptual ideas into engaging digital experiences

London Canna Group

Creative Director | 2019-2021

- Led UX/UI and multimedia design for London Canna Group
- Developed brand identity for Europe Canna Expo, Europe's largest medical cannabis festival
- Directed ECE website information architecture and event signage
- Managed a team of designers, social media managers, and copywriters to ensure project success