



Caterina Lipari

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Education

MASTER'S DEGREE IN DESIGN

final grade 110/110 with Honors
UNIRSM, SAN MARINO
October 2014 - March 2017
Skills developed: analysis, ideation and design of audio/visual and interactive products and artifacts; Stop motion, filming and editing; software programming techniques and visual generation through code; development of user- cases, UX/UI interfaces applied on development of digital system.

BACHELOR DEGREE IN DESIGN

final grade 110/110 with Honors
UNIPA, FACOLTÀ DI ARCH., PALERMO
September 2010 - November 2013
Skills developed: research, design and implementation of products optimised for industry; analysis and creation of visual identities, campaigns and research for cultural heritage and territorial enhancement.

HIGH SCHOOL CLASSICAL DIPLOMA

final grade 90/100
LICEO CLASSICO F.SCADUTO,
BAGHERIA (PA)
September 2005 - July 2010
Skills developed: good knowledge of English and classical languages; design and creation of multimedia and digital artefacts.

Howards

DESIGN SLABS - LITHEA, 2012

University Competition for the production and insertion into the Lithea collection: manufacturer company of marble design accessories and winner of a Compasso d'Oro award. Winner project Joint: modular marble table with interlocking system. Presented at the SLABS exhibition, Palazzo Sambuca 29.11.2012, Palermo.

YOUTH COMPETITION, FONDAZIONE SR. M. MADDALENA STARACE, 2008

Third place in the national high school competition, digital design and graphics section for the design and development of an interactive website dedicated to the to the history of the foundation.

Experience

ART DIRECTOR, MOTION GRAPHIC VIDEOMAKER, UX-UI

HOOP DIGITAL - CESENA
From 2022 to the present
As an Art director, I have been responsible for the design, management and implementation of social content for more than 20 brands, MotionGraphic support during Shootings, video production and Websites.

GRAPHIC, MOTION GRAPHIC DESIGNER, VIDEOMAKER, ART D.

EVOLVENCY - CREATIVE AND DIGITAL AGENCY, REPUBBLICA DI SAN MARINO
3 year
from 2019 to 2021
As head of the graphics department I was in charge of various projects: from the idea and development of the concept, moodboard, script and storyboard to the realisation of visual content, both static and animated. As Art Director I was in the lead team for direct relations with public and private institutions and I have the role of presenting project proposals, coordinate with the production department and managing internal and external graphics departments.

TECHNICAL MANAGER OF LAB. PHOTO AND VIDEO

DESIGN UNIVERSITY, UNIRSM, RSM
2 year
from 2017 to 2019
Management of Photography Laboratory and assistance to teachers and students in the realisation of shootings and in the use of photo university technological equipment. Creation of promotional photo-video design materials for the Design University. Filming and editing of events, courses and promotional campaigns. Co-Design and realisation of conventional and unconventional installations for events and exhibitions.

COLLABORATION GRANT FOR THE COMMUNICATION AND PROMOTION OF DESIGN

DESIGN UNIVERSITY, UNIRSM, RSM
1 year
from 2014 to 2015
Student collaboration of 150h working for the communication and promotion of the university. The role involved filming, archiving and editing events and activities promoted at the university, editing and finalisation of video clips for the events.

APPRENTICESHIP OF SEARCH ARTISTIC HIGH SCHOOL V.RAGUSA E O.KIYOARA, PALERMO

April - June 2013
Research internship research, analysis and design of technical systems of rapid prototyping and reverse engineering with innovative techniques

Skills

AfterEffect - Illustrator - Photoshop Premier - Lightroom - MediaEncoder FinalCutProX - Panasonic - Nikon Indesign - DaVinci - Audition Rhinoceros - 3DStudioMax - Cinema4D - Arduino - Processing P5* - Maya - Blender - Character - SuiteAdobe - SuiteOffice - AutoCAD Unity - HTML - Invision - Code

Research

OPEN SOURCE GENERATIVE

GRAPHICS FOR PLANTS, 2016-2017
Analysis and design of open source systems for the creation of generative multi-platform graphics for interaction and communication. Development and research within the master thesis "OpenPhyto".

SOUND, MOVEMENT AND GRAPHICS, HARMONY ANALYSIS, 2015-2016

Analysis of visible harmonic principles in music, research and development of combined technological systems to make visible the link between sound and movement through filming, projections, Kinect and generative graphics.

VISUAL REVERSE ENGINEERING TECHNIQUES FOR AN INTERACTIVE MUSEUM INSTALLATIONS, 2013

Development of a system based on the study of advanced techniques for archaeology and restoration prototyping - 3d printing to create interactive AR installations for the use of museums and cultural heritage sites.

Interests

Watching movies and animated films. I Like reading design books, comics and manga and playing video games. I love the sea and I like good food, after all I come from Sicily.

Languages

Italian: Mother tongue
English: B2 CEFR
French: Basic