

# FEDERICO ZIMBALDI

Generative AI Manager & Creative Director

Monza, Italy / Born 14 August 1984



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## PROFESSIONAL PROFILE

A hybrid creative professional working at the intersection of creativity, technology and generative systems. His practice focuses on designing creative ecosystems - identities, visual languages, workflows and cultural products built through advanced generative AI, design and art direction. His approach is system-based: designing repeatable creative flows rather than isolated outputs.

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## PROFESSIONAL EXPERIENCE

### DigiTouch Group

CURRENT / PERMANENT POSITION / GENERATIVE AI MANAGER & CREATIVE LEAD - FIELD MARKETING AND EVENTS

Leads creative projects by integrating generative AI into agency workflows. Develops omnichannel campaigns, creative concepts and brand storytelling, while supervising the art direction of activations, events and brand-engagement programs. Also directs shopper-marketing design across stands, installations, promotional corners and experiential spaces, maintaining coherence between design, technology and audience participation.

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## INDEPENDENT PRACTICES

### Forma Zeta Digital Garage

CREATIVE LABORATORY / GENERATIVE AI, DESIGN AND CONCEPT ART

A personal research space for AI-driven visual production, creative automation and evolving design systems. Its current body of work explores automotive and motorcycle concept art through speculative, futuristic and retro reinterpretations. The vehicles are visual experiments and exercises in style, not commercial models.

### Nevralgia Digitale

INDEPENDENT MUSIC PROJECT AND MICRO-LABEL / AI-ASSISTED PRODUCTION

An experimental music practice combining original writing, human composition and AI-supported sound generation. Albums explore electronic, glitch, cyber and industrial aesthetics, turning music into an extension of a wider visual and digital narrative. Releases are available through Bandcamp.

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#### CREATIVE BACKGROUND

## Fry Zombie

DIGITAL ART / COMPUTER GRAPHICS / GENERATIVE ILLUSTRATION

The signature used for surreal digital works shaped by dystopian atmospheres, cinematic references and generative image-making.

## Photography and retouching

VISUAL CRAFT / COMPOSITION / ADVANCED POST-PRODUCTION

Worked for several years as a photographer and retoucher. Collaborated with Club F64 in Lissone, participated in group exhibitions and taught the club's retouching course for multiple editions. This background continues to inform a precise approach to detail, composition and color.

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#### SELECTED COLLABORATION

## Giacomo Castellano / IK Multimedia projects

3D MODELLING AND TEXTURE ART

Created detailed 3D models and textures for amplifiers and pianos featured in video productions for IK Multimedia, combining technical precision, material realism and visual storytelling.

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#### EDUCATION

## Politecnico di Milano

DEGREE IN DESIGN

Design education connecting analytical thinking, visual culture and technology.

Paolo Frisi Scientific High School / Monza

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#### CORE CAPABILITIES

- + Generative AI pipelines: image, video, text, voice and music
- + Creative direction and AI-native art direction
- + Prompt design and AI-driven narrative development
- + Graphic design, identity and evolving visual systems
- + Omnichannel concepts and brand storytelling
- + 3D modelling, texturing and photoreal rendering
- + Video production, motion design and sound design
- + Advanced retouching and color grading
- + Shopper marketing and brand-experience design
- + AI marketing, content strategy and creative automation

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#### SELECTED LINKS

**LinkedIn** / <https://www.linkedin.com/in/federico-zimbaldi-035a7121/>

**Forma Zeta Digital Garage** / <https://www.instagram.com/f.zimbaldi/>

**Nevralgia Digitale** / **Bandcamp** / <https://nevralgiadigitale.bandcamp.com/>

**Fry Zombie** / **Instagram** / <https://www.instagram.com/fryzombie/>

**Photography archive** / **Flickr** / <https://www.flickr.com/photos/28491955@N04/>